



Photo: Lars Larsson/activeoutdoor.se



Photo: Göran Svensk



Photo: Rolf Hilleberg



Photo: Will Copestake/willcopestakemedia.com

'We understand extreme weather'

Petra Hilleberg and her brother, Rolf, grew up surrounded by tents. Their parents started the company carrying their surname in the early '70s and have devoted most of their lives since to developing the perfect tent. "Our whole family is still involved and very loyal to our company," says Petra, CEO of the Hilleberg Group.

By Sara Wenkel

"My father, Bo Hilleberg, who worked as a forester and spent much of his time outdoors, could not find a high-quality tent on the market, so he decided to create his own," Petra explains about the history of Hilleberg. "Meeting his future wife, my mother, Renate, proved to be the 'missing ingredient' as, among many talents, she also had the right sewing skills." The rest is a story of success, as Hilleberg today creates tents that are praised all over the world.

Scrutinising every little detail

In contrast to Hilleberg's competitors, the company makes nothing but tents. "We focus all our time, money and efforts on tents to make sure we have

the best tents out there," says Petra. Hilleberg has their own laboratory, and they also collaborate with Mid Sweden University in Östersund, where all the materials are tested repeatedly.

"It's quite an involved process, but we want to make sure that we can stand behind any new material or detail 100 per cent before we incorporate it into our tents," Petra continues. "It becomes extra important since it's our family name on the label."

Hilleberg also test all tents out in the mountains, where they spend numerous nights in both new and existing models. In addition, the tents are tested in

a wind machine, where they can be left for several days. It is crucial to see how a tent stands up over time. "From a sustainability point of view, we want to sell a product that lasts for a long, long time," says Petra.

A global company

Hilleberg's product development takes place in Sweden, something Petra believes is important to their international clientele. "Swedes, like our tents, know how to deal with extreme weather," she says. All marketing is managed in the US, and the production factory is – and has been for the past 20 years – located in Estonia. "We built the factory from scratch and have a close relationship with everyone working there," says Petra. "Eight of the ten employees that we employed over 20 years ago still work with us!"

Web: www.hilleberg.com