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## Helle of Norway Unveils New Survivorman Neck Knife

*Mândra knife designed and field-tested with Les Stroud*

**Holmedal, Norway and Las Vegas, NV – (January 19, 2016)** – Continuing a tradition of handcrafting knives designed and tested in the outdoors, Helle’s latest full tang knife is a collaborative work with Survivorman [Les Stroud](#). Pronounced mondra, the Mândra knife was designed and tested in the rugged and overwhelmingly beautiful natural setting of Romania during filming of the latest Les Stroud Survivorman film project.

Stroud’s recent expedition took place in the remote Carpathians, a 1,450-kilometer mountain range extending through the Czech Republic, Slovakia, Poland, Hungary, Ukraine, Romania and Serbia. Amid this backdrop of vast hardwood forests, isolated limestone cliffs and caves, Helle and Stroud sought to refine a new knife for practical use and reliability.

Years ago the Helle design team and Les Stroud came together to create a practical, useful knife based on Helle’s 80-year tradition and Stroud’s discerning tastes. An all around bestseller, the Helle Temagami continues to attract accolades and praise for its simple, beautiful design.

Building on this mutual respect for quality and function, initial designs for the new Mândra knife were conceptualized over several months. Only then were prototypes hand-made at the Helle factory in Norway and sent to Romania for field-testing. Further adjustments and refinements were made using invaluable feedback from Les from his extensive solo excursion. This approach of researching, prototyping, field-testing and refinement constitutes the backbone and development of the Helle philosophy.

“We are extremely proud to present a brand new Les Stroud knife,” notes Anders Haglund, head of international marketing with Helle. “In fact the word Mândra literally means proud, and the new knife is named for the hilly peak where Les was found by the Salvamont rescue party during filming Survivorman in Romani.”

### **Mândra Knife Specifications:**

- Weight: 2.46 oz.
- Blade material: triple laminated stainless steel
- Blade thickness: 2.6 mm
- Blade length: 2.71 inches
- Handle material: Curly Birch

- Handle length: 3.14 inches
- Sheath material: Genuine leather
- MSRP \$209



Please stop by Helle Knives of Norway at the 2016 SHOT trade show for more information (Helle Knives booth # 3652). Contact Matt Huff ([matthuff@sport-hansa.com](mailto:matthuff@sport-hansa.com)) or James Graven ([james@treehousepr.com](mailto:james@treehousepr.com)) to book a retailer or media appointment.

### **About Helle of Norway**

Since 1932, Helle has earned a solid reputation for quality, craftsmanship and producing aesthetically stunning and highly functional knives made to withstand a lifetime of rugged outdoor use. All Helle knives are handcrafted in Norway to exacting standards based on over 80-years of tradition blending form and function. It takes up to 45-manual processes to complete each Helle knife, from sanding and polishing of the handles to forming the Scandinavian ground blades. The result is an authentic, truly one of a kind knife made to last a lifetime of rugged outdoor use. For more information visit [www.helle.no](http://www.helle.no).

### **About Les Stroud**

Les Stroud is a survival expert, filmmaker, writer, singer-songwriter, speaker and performer best known for producing, directing, creating, and starring in Discovery Channel's *Survivorman*, he's the only producer to devise an internationally broadcasted series entirely written, videotaped and hosted solo. The hit TV series is one of the highest rated shows in the history of OLN (Canada), the Science Channel (USA) and Discovery Channel (USA). Stroud is also a best-selling author and musician who has written three survival-centric books, including "Will to Live", and produced three albums. A renowned conservationist and activist for the environment, Stroud lives in Northern Ontario. For more information visit <http://lesstroud.ca/>.

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