

## Helle of Norway & Les Stroud unveil new Neck Knife

Mândra knife designed and field tested with Les Stroud, a.k.a 'Survivorman'



**Holmedal, Norway – (TK, TK 2015) – We are very proud to present the Mândra, developed by Helle and Les Stroud – "Survivorman".**

In order to perfect the design of this newest Helle knife, we travelled to the raw, remote and overwhelmingly beautiful country of Romania working alongside Les Stroud on his latest Survivorman episodes.

The location of the expedition was situated in the Carpathian, a 1.450 kilometre mountain range extending through Czech Republic, Slovakia, Poland, Hungary, Ukraine, Romania and Serbia. An area of great dynamic contrast with both picturesque valleys and striking mountain peaks of over 2.500 metres.

An area of untouched nature, the Carpathian Mountains have impressive flora and fauna in addition to presenting the largest populations of brown bears, wolves, chamois and lynxes in Europe.

From a cultural perspective this area is the border between Europe and Asia with the famous Transylvanian

Dracula legend based on the Ottoman controversy between the Romanians and the Turks.

During Les' time in Romania, early prototypes of The Mândra were utilized in the Survivorman Romania episode. Adjustments and refinements were then integrated into the final design with Anders working directly on location with Les when he returned from his film excursion.

"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 Romania".

Les Stroud continues: "Put to the test during my intense filming of Survivorman and inspired by the raw and breathtaking nature of Romania, I now have the pleasure of unveiling my latest knife collaboration with Anders Haglund and Helle knives; The Mândra."



### Måndra Knife Specifications:

- Weight: 70 g
- Blade material: Triple laminated stainless steel
- Blade thickness: 2.6 mm
- Blade length: 69 mm
- Handle material: Curly Birch
- Handle length: 80 mm
- Sheath material: Genuine leather
- Sheath weight: At the time of printing, the sheath was not finalized

### 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 in-formation 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 [www.lesstroud.ca](http://www.lesstroud.ca).

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Booth No. BR529 (Sport Hansa)

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### IWA Outdoor Classics, Nuremberg

March 4-7  
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