

PRESS RELEASE

Granberg launches a new tactical range to meet growing demands for safety and preparedness

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Granberg, an established Scandinavian supplier of personal protective equipment (PPE), is launching a new range of tactical gloves. The collection is specifically developed for police, military personnel, security professionals, and emergency services, professions that place high demands on equipment functionality and durability.

Under the slogan “Protecting Hands. Empowering Heroes,” Granberg introduces gloves aimed to deliver the right balance of protection, precision, and control in operational environments. The launch takes place at a time when preparedness is gaining focus with rising demand for personal protective equipment.

Increased demand for high-quality protection

Evelina Persson, CEO of Granberg Sweden, describes how the market has changed in recent years:

“We see a clear increase in demand that is directly linked to the current global situation. There is a greater need for safety and personal protection in our critical professions than at any time in recent history. But it is not only about purchasing protection. Today, customers are looking for gloves that combine high quality, competitive pricing, reliable protective features, and a discreet design. That is exactly where Granberg performs at its strongest,” says Evelina.

Focus on function and durability

Granberg’s guiding principle remains “Fearless Performance.” The construction is designed to provide the right function and precision in critical situations where users need confidence to act, while the materials are selected to withstand wear and tear.

Mathias Granberg, CEO of Granberg AS, comments on the development process:

“The gloves are designed to function as a natural extension of the hand. This allows for high precision even under pressure without compromising safety. The user must be able to rely on the materials to withstand wear and provide comfort during long working hours. Our goal is to equip professional users with tools that help them perform their work safely and efficiently, regardless of the situation,” says Mathias.

The new tactical range is now available for order through Granberg’s distributors. The full product range is presented in more detail at www.granbergtactical.com.

About Granberg

Granberg is a leading supplier of personal protective equipment (PPE) and protective gloves, with roots in Norway and a strong presence across the Nordic region and the rest of Europe. With more than 60 years in the industry, the company is driven by a vision to use knowledge and technical expertise to provide protective solutions that enable safer workplaces around the world.

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