

### Swedish Goggles:

Why Swedish Goggles are called Swedish Goggles.

Malmsten AB is the manufacturer of the original Swedish Goggles, and as you have noticed the term has been translated into German as 'Schwedenbrille'.

In many markets around the world they are simply known as the Swedish Goggles. However, we have seen in France that they are called Lunettes Suèdoises.

It all started about 35 years ago.

Tommy Malmsten the head coach of a very successful swim club in Sweden, Kristianstads SLS, and Olympic coach, had a very promising swimmer called Ann-Sofi Roos. However, the skin around her eyes was sensitive and she suffered from allergies and eczemas. Tommy, being a problem-solver by nature, developed a pair of swim goggles that did not have the commonly used foam around the lenses, and soon they became a household name in the Swedish swimming field.

He called them 'monterbara simglasögon', since you had to assemble these. They came in a plastic bag with two high quality lenses, a rubber band, a plastic nose bridge and a cord.

In the beginning, the lenses were made in a small village called Sätaröd, in Skåne, Tommy purchased rolls with rubber bands and tubes to be cut and used as nose bridges, and the cord was purchased in a local store that carried yarn. Tommy and his family often sat around the kitchen table and put these kits into small plastic bags, the way they were originally sold and are still sold today.

The success of these Swedish goggles was that you had to assemble the 'monterbara simglasögon' (the Swedish Goggles) yourself and so they fit perfectly. It soon became a tradition for elite swimmers to sit (therapeutically) assembling their Swedish goggles before an important swim meet.

However, today much R&D has been put into its design and they are manufactured for Malmsten AB, with our own tool, in China.

They have been refined and improved with the aim that the elite swimmers significantly benefit from them in their quest for medals and records in Championship swimming. They are available a standard model (in six colours), anti fog model (in three colours) and the metallic model (in three colours), still however, in its famous plastic bag packaging.

As Swedish elite swimmers brought these with them around Europe and to the United States, they initially became known as the 'Monterbara' Goggles from Sweden and soon, since 'Monterbara' was evidently not easy to pronounce became know simply as the Swedish Goggles. Today 35 years later, 'Monterbara Simglasögon' is no longer their official name, but Swedish Goggles is.

Today Malmsten AB manufactures these goggles for big companies such as Speedo, on whose packaging you can read 'original Swedish goggles by Malmsten'. Other companies try to copy these, and ARENA has just recently come out with a model that they call 'Swedish elite competition'.

The Swedish Goggles are probably the swim goggles mostly used by elite swimmers today, and at the recent European Championships in Eindhoven a majority of finalists wore the Swedish Goggles by Malmsten AB.

For the European Championships in Trieste, Italy, in 2005, we made a special edition with a 'diamond-like rock' inserted into one of the lenses, and for the European Championships in Eindhoven, our special edition, was made in mirror glass in the flashy colours.

The Swedish Goggles are shipped across the world and we receive inquiries from swimmers near and far.

They are probably the worlds most copied swim goggles, for which we are very proud.  
Ensure to have the original!