

Nr. 17
Munich, January 22, 2016
Press Release

Corinna Feicht
Projekt-PR Referentin
Tel. +49 89 949-21473
corinna.feicht@
messe-muenchen.de

ISPO Honors the Best Sports Products for the Next Season

- Sustainability and Digital Technology on the Rise
- ISPO AWARD Exhibition and Ceremony at ISPO MUNICH

45 jurors from ten countries met in mid-January at the ISPO AWARD jury meeting, and selected the best sporting goods for 2016/2017 from 535 entries to honor them with the ISPO AWARD. The title PRODUCT OF THE YEAR went to the best product each from the ACTION, OUTDOOR, SKI, PERFORMANCE, HEALTH & FITNESS segments, as well as one from the ASIAN PRODUCTS division. In addition, the ECO jury awarded three titles for extraordinarily eco-friendly concepts and innovations. The results of the jury meeting also showed that sustainability and digital technology permeate the entire sports industry. All winners will be displayed at ISPO MUNICH in hall B1.

The ISPO AWARD is an accredited seal of quality by ISPO identifying the best sporting goods for the coming season. Compared to the prior year the number of entries increased by 21 percent. The independent juries of industry experts evaluated the submitted products in terms of innovation, design and function. They awarded additional points for sustainability aspects. Two days of in-depth evaluations yielded six PRODUCTS OF THE YEAR and 67 GOLD WINNERS.

PRODUCTS OF THE YEAR 2016/2017

ACTION: Arrows Inflatable Technology – iRIG

The collaboration between two market leaders, North Kiteboarding and North Sails, resulted in an innovative combination of rig, mast and sail, thus joining the best of two worlds: the incredibly low weight and storage dimensions of an inflatable kite and the shape and safety of a windsurfing sail. The iRIG is unique

and provides the ideal opportunity to add the fascinating sport of windsurfing to any SUP. The iRIG is also perfectly suitable for kids.

OUTDOOR: Vertical — X-OS Treklight 38L+10L

Verticals X-OS Treklight 38L+10L is a state-of-the-art alpine backpack featuring the brand-new detachable EXOS System®. The concept of the new system is revolutionary: the interior frame made of aluminum and carbon transfers the load from the shoulders to the hipbones, thus easing stress on the shoulders. This creates an unbeatable level of comfort.

SKI: Ortovox — AVABAG

Weighing in at only 640 grams and a volume of 1.8 liters the AVABAG is the lightest airbag system on the market today. This is made possible by a new seamless airbag welding technology and a minimized, closed Venturi unit, protected against dirt, ice and corrosion. Minimized means fewer components and higher dependability at lower weight. The system is detachable, features an optimized trigger, and can be activated over and over again for training without a cartridge.

PERFORMANCE: TomTom — Runner 2 Cardio + Music

The Runner 2 Cardio + Music is a GPS watch with integrated music player. The heart rate is measured on the wrist and displayed on screen; there is no need for an additional chest strap. The 24/7 tracking feature ensures that exercise doesn't end with the actual workout, and continues to track steps, distance, active minutes and calories burned.

HEALTH & FITNESS: Matrix — In-Trinity

The In-Trinity resembles an incline board with sticks and resistance straps as accessories, but there is true genius behind the slimmed-down look. The raised platform makes movements in narrow spaces possible, increasing the radius of existing and new exercises. The innovative exercise system taps into our bodies' own biomechanics, and harnesses the power of gravity to intensify the exercises and strengthen muscles, balance and flexibility.

ASIAN: Kailas — “EDGE” Climbing Backpack 35L

Kailas developed the 35-liter lightweight backpack for extreme climbers. The SAS carry system offers options for varying its weight. Stripped of its hip belt, aluminum support and cover the “Edge” weights as little as 700 grams. This innovative backpack is also perfect for hiking.

ISPO AWARD ECO ACHIEVEMENT – BRAND and APPAREL

The special ECO jury honored Jack Wolfskin with the ISPO AWARD ECO ACHIEVEMENT BRAND for the brand’s far-reaching activities with the goal to integrate sustainability into the company’s philosophy and production chain. The ISPO AWARD ECO ACHIEVEMENT APPAREL was awarded to Patagonia for the first neoprene-free wetsuit, “M’S R3 Yulex Front-Zip Full Suit”, made of Yulex™ Bio Rubber. The third award went to the multi-sports socks “Regenerate Me” by Teko, made from old fishing nets and fully recyclable after the end of their useful life.

Award Winners at ISPO MUNICH 2016

The ISPO AWARD exhibition in hall B1, B1.10 + B1.20 presents the best of the best product innovations. The winners will also be honored during the ISPO AWARD ceremonies on January 24, 2016 at 11:00 h (ASIAN PRODUCTS) and 15:00 h (Ski segment) as well as on January 25, 2016 at 11:00 h (Outdoor segment) and 15:00 h (Performance and Health & Fitness segments), at the ISPO BRANDNEW Village in hall B5.

For more information on the ISPO AWARD please refer to www.ispo.com/en and Facebook: facebook.com/ispomunich

About Messe München

Messe München is one of the world’s leading trade-show companies. It organizes about 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and about two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.