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Press Release

ISPO AWARD

Best Sports Products For 2015/2016 Selected

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The ISPO AWARD is the accredited seal of quality for the best sports products. 46 jurors from 12 countries selected the winners for 2015/2016 from 445 entries. The six best products from the Action, Outdoor, Ski, Performance and Asian Products segments were honored with the title PRODUCT OF THE YEAR, and this year, Health & Fitness was added as a new category. The ISPO AWARD ECO ACHIEVEMENT went to a ski helmet produced from 100% eco-friendly materials. All winning products will be displayed in the ISPO AWARD Exhibition in hall B1 at ISPO MUNICH.

The ISPO AWARD is a reliable tool for retailers to navigate the multi-faceted selection of sporting goods offered by the industry. Consumers like the award because it provides them with neutral purchasing advice by experts. In mid-January several juries consisting of a variety of experts evaluated the entries according to degree of innovation, design and function. A separate jury analyzed the aspect of sustainability. The result: six PRODUCT OF THE YEAR winners and 53 GOLD WINNERS.

ACTION PRODUCT OF THE YEAR: Luuv – Luuv

LUUV is an action cam and smartphone stabilizer. Videos shot by hand are usually shaky and often also out of focus. By using LUUV everyone can take stable and sharp videos, as LUUV combines the technology of professional steady-cams with simple operation. The stabilizer was developed specifically for outdoor sports, but also has many uses in everyday life.

OUTDOOR PRODUCT OF THE YEAR: La Sportiva – G2 SM

Developed in cooperation with Simone Moro, the G2 SM is an exceptionally warm two-layer boot for extreme mountaineering. Thanks to its liner, integrated

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into the gaiter and interior insulation, the boot is absolutely waterproof. Cordura® ensures high abrasion resistance. In order to save on volume and weight the boot features a honeycomb tech midsole. The inner shoe is laced with the exclusive BOA® system, guaranteeing maximum ease of use and precise support.

SKI PRODUCT OF THE YEAR: Marker - Kingpin

A revolutionary PinTech binding. The innovative heelpiece offers the same safety standard as alpine bindings. The XXL Power Transmitter at the heel and the powerful toe piece (Sixpack Power Springs), combined with the extremely wide mounting place construction of the KINGPIN, result in a never before achieved level of power transmission to the ski. The binding fulfills Marker's well-known safety standards; TÜV-certified according to DIN ISO 13992:2007.

PERFORMANCE PRODUCT OF THE YEAR: Fitbit - Surge

Surge, an elegant fitness watch for everyday activities, promotes more intelligent and efficient training. The integrated GPS collects distance, speed and altimeter data, and the watch continuously measures heart rate to provide information on the level of training intensity, thus actively supporting the progress towards the desired exercise goal. Pedometer data, distance, calories and heart rate are always displayed, while the user also has control over smartwatch functions like telephone/SMS or music player.

HEALTH & FITNESS PRODUCT OF THE YEAR: Tomahawk - IC7 Indoor Cycle

The world's most precise power bike – and the only one using color zone technology for maximum fitness monitoring and training efficiency. Thanks to its highly developed digital technology and construction the IC7 is intelligent as well as durable. Scientific tests prove that using this equipment results in faster and better training success.

ASIAN PRODUCT OF THE YEAR: Treksta – Hands Free 103 GTX



The foot-activated ZeroTie lacing system makes hands free shoe tying possible. Simply step into the shoe and briefly skim your heel across the floor to fasten. To unlace, step on the release buckle. Thanks to the use of Gore-Tex the shoe is waterproof, breathable and moisture-wicking. Featuring IceLock, a rubber sole with electrostatically charged micro-glass particles, the shoe is also extremely suitable for icy and slippery conditions.

ISPO AWARD ECO ACHIEVEMENT for Picture Organic Clothing

This year, the sustainable brand Picture Organic Clothing impressed the ECO jury with its Hubber Helmet, and was awarded the ISPO AWARD ECO ACHIEVEMENT. The Hubber Helmet for skiing and snowboarding by Picture is proof that it is possible to produce a functional and stylish helmet with a small ecological footprint. 100% of the interior liner is made of recycled EPS (expandable polystyrene), sourced from leading Japanese car manufacturers. The helmet's shell is made of PLA (polylactic acid), a polymer made from sustainable corn.

Winners at ISPO MUNICH 2015

Die ISPO AWARD Exhibition in halls B1, B1.10 + B1.20 presents the best product innovations, creative projects and progressive marketing concepts from the sports sector. In addition, the winners will be honored during the ISPO AWARD Ceremony on February 5, 2015 at 15:30 (ASIAN PRODUCTS division, Action & Ski segments), and February 6, 2015 at 15:00 (COMMUNICATION division, Performance, Health & Fitness, ECO Achievement, Outdoor segments) at the ISPO BRANDNEW Village in hall A1.

Details on all winners are available at: award.ispo.com

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

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.

