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Press Release

ISPO OPEN INNOVATION - New Projects

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## **ISPO OPEN INNOVATION and TORAY – Partnership for New Innovations**

**Communication between companies and customers is achieving a new level of quality with ISPO OPEN INNOVATION. Online and all year long - the knowledge and experience of the sport community is used via crowdsourcing to manufacture improved products. Consumers and members of the ISPO OPEN INNOVATION community will have the exclusive possibility to test the latest TORAY technologies in three different projects.**

This service of ISPO is bringing brands closer to consumers and represents a direct, product-oriented dialog with them. Companies have the possibility to integrate experts and consumers actively in their development processes and consequently to develop products that are more in tune with customer needs.

The Japanese technology expert TORAY, leading in the manufacture of innovative performance textiles, is now going to use this service of ISPO.

Consumers and members of the ISPO OPEN INNOVATION community can join three different projects to test the latest TORAY technologies in the ready-for-production brand products of Bergans, Haglöfs and CEP. The product range of the tested technologies covers base layers, mid-layers and hardshells and thus the most important clothing categories.

In collaboration with TORAY, the attention of consumers is to be directed more strongly to the use of new technologies.

"TORAY is an innovation-driven technology company and the ISPO OPEN INNOVATION projects offer a very interesting approach.

The consumer and retailers request to be more deeply involved with brands and their product creation than in the past. This direct feedback helps TORAY to co-

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create new products and bring innovation to the market faster and expand our technology leadership. We are very pleased about the partnership with ISPO and that the brands Bergans, Haglöfs and CEP develop pioneering innovation projects with us" says Steffen Meiler, Head of Marketing, TORAY International Europe.

Tobias Gröber, Division Manager of Consumer Products at Messe München, commented on the collaboration: "We have succeeded in establishing a completely new way of direct consumer communication for the sporting goods industry in just 12 months. The innovation partnership with TORAY proves that our offer is being accepted and that it works. We are looking forward to exciting projects with a high degree of participation."

Also, the brand partners are looking forward to the joint projects:

"We already do product testing with selected focus groups. Moving this feedback to an online based discussion between our product development and real consumers is the next step in product feedback for us" comments Christoph Centmayer, Marketing & Communications Manager of Bergans.

"We're excited to launch a new product with TORAY and to receive consumer feedback already ahead of the official retail launch" says Richard Jägrud, Product Director of Haglöfs

"As we are launching into a complete new product category with TORAY, receiving early consumer feedback will help the market launch tremendously" says Jochen Seitz, CEP Product Management at medi GmbH & Co. KG

You can find additional information about ISPO OPEN INNOVATION at: [www.innovation.ispo.com](http://www.innovation.ispo.com). You can find addition information about ISPO at [www.ispo.com](http://www.ispo.com) and on facebook: [www.facebook.com/ispomunich](https://www.facebook.com/ispomunich).



### **Messe München International**

Messe München International is one of the world's leading trade-fair organizations with approximately 40 trade fairs for investment goods, consumer goods and new technologies just in Munich alone. More than 30,000 exhibitors and approximately two million visitors take part annually in the events on the trade fair grounds, in ICM Internationales Congress Center München and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are FKM-certified (Society for Voluntary Control of Fair and Exhibition Statistics), i.e., exhibitor and visitor statistics as well as area statistics, are determined according to uniform standards and audited by an independent auditor.

In addition, Messe München International organizes trade fairs in China, India, Turkey and South Africa. With a network of associate companies in Europe, Asia and Africa as well as more than 60 foreign representatives covering more than 100 countries, Messe München International has global presence. It also takes a pioneering role as regards sustainability. It is the first trade fair facility worldwide, which has been distinguished with the certificate "Energy-Efficient Company" by the Technical Standards Board South (TÜV SÜD).

### **About ISPO**

Messe München International provides events and year-round services for the global sports industry under the brand name ISPO. The goal is to create comprehensive added-value for customers in positioning themselves successfully on the market.

The services help support the customers in their developing their business as well as in enhancing their contacts and relations. These already include ISPO ACADEMY, ISPO COMMUNITY, ISPO AWARD, ISPO BRANDNEW, ISPO TEXTRENDS, ISPO CARD, ISPO JOBS and ISPO NEWS. As internationally successful sport business platforms and multi-segment trade fairs, ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI provide a comprehensive overview of their respective markets.

### **About TORAY**

TORAY was already founded in 1926. The Japanese technology expert has set itself the goal over the years to generate new standards for society. The long-established company is achieving this with creative ideas, innovative technologies and unique products. Overall, the TORAY Group has 253 subsidiaries in 25 countries and regions as well as 45,000 employees.

TORAY's core segment is based on the fibers & textiles sector. The Group is also divided into five other business areas: plastics & chemicals, IT-related products, carbon fiber composite materials, environment & engineering, life science & other services.

