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**Press release**

## **Winners of the ISPO Awards named ISPO Award jury honors sporting goods highlights of 2020**

Amrei Kommer  
PR Manager  
Tel. +49 89 949-21406  
kommer@ispo.com

- Jury selected winners from more than 430 submissions in four segments
- Additional awards for special achievements in sustainability
- ISPO Award presentation and exhibition during ISPO Munich

**The winners of the ISPO Awards 2020, the gold standard of the sporting goods industry, have been selected. A jury of highly respected experts picked the highlights from a group of more than 430 submissions. Nearly 100 products will receive the honor of Product of the Year, Gold Winner or Winner this year. The winners who competed in the four segments Snowsports, Outdoor, Fitness & Team Sports and Running impressed the jury with their innovation, function and design and beat out the competition in the process. The issue of sustainability was considered as a supplemental topic. Visitors attending ISPO Munich from January 26 – 29, 2020, will be able to experience many of the award-winning products in Hall B1 and attend the official award ceremony.**

The nominated products were closely evaluated during a three-day meeting of the 42 jurors who came from 13 countries. The jury consisted of retailers, designers, athletes, media and product specialists as well as selected consumers from the ISPO community. Beforehand, some of the jurors also took part in three experience days that gave them the opportunity to try out the winter sports, outdoor and fitness products. A separate jury of experts evaluated the sustainability aspects of the products. “We had some very lively discussions and some really close decisions,” said Franziska Zindl, who oversees the ISPO Award. “All of the submitted products demonstrated the extent to which the industry has adapted to social changes and consumer needs. We also clearly saw the entire industry’s growing commitment to sustainability issues.”

A report on the jury meeting is available [online](#).

### **ISPO Award presentation and exhibition during ISPO Munich**

The first day of ISPO Munich 2020 will be devoted to the ISPO Award 2020. For the first time in the award's history, the products of the year will be officially presented on the first day of the trade fair. The awards in the Outdoor and Sustainability segments will be presented at 10:00 on Sunday morning, January 26, on the Academy Stage (West entrance). The winners of the Snowsports, Fitness & Team Sports and Running segments will receive their awards starting at 15:00.

The award-winning products of official ISPO Munich exhibitors will be showcased throughout the trade fair in Hall B1.

### **The ISPO Award: gold standard for the sporting goods industry**

The [ISPO Award](#) is presented each year by a different jury made up of international and highly respected experts. This year's jurors evaluated more than 430 submissions in four segments. The ISPO Award is considered to be the gold standard for the industry and a guide that retailers, consumers and media representatives can use to work their way through the product-packed sporting goods market. The award-winning products can be viewed all year round at [ispo.com](https://ispo.com).

### **About ISPO**

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.