

Munich, May 12, 2020

Press release

Outstanding Outdoor 2020

Center stage for product innovations

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- Outstanding Outdoor: application period for the most important product award of the outdoor industry runs until May 29, 2020
- Preliminary decision and award ceremony via digital channels
- Winners receive an extensive high-reach communication package

Outstanding Outdoor is the seal of quality for the most outstanding products in the outdoor industry. It serves retailers, consumers and media representatives likewise as an effective orientation aid in the market. This year's round of applications for the product award has already been successfully launched and will be running until May 29, 2020. In line with the circumstances surrounding the coronavirus crisis, the evaluation and awarding will largely be carried out digitally. The winners will also receive a comprehensive year-round communication package.

In a summer without major industry events, it is even more relevant to manufacturers and brands to place their products in an effective manner via other channels - as with the Outstanding Outdoor product award. "We assume that particularly creative, innovative products are created during the crisis. With our label, we offer them the presence they deserve. To ensure many brands as possible have the opportunity to participate despite the current delay in production cycles, the selection process is now split in two stages for the first time," says Franziska Zindl, Head of Awards & Innovation at ISPO. "Thus, no physical samples are initially required for the application."

Adapted, two-stage evaluation process

In the first step, the international jury makes a pre-selection from all products on the basis of the digitally submitted information via online meeting. The panel of experts from various stakeholders in the industry follows the criteria

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of innovation/trend character, purpose & target group, material selection, effort & composition and design.

Only when a product is selected as a finalist in this step it is necessary to deliver the product sample for the second, final jury meeting. In addition to the criteria already reviewed, the products are then examined for their functionality and quality of workmanship and - linked to this - the price/performance ratio as well as weight and/or packing size are evaluated. Special attention is also paid here to the criterion of sustainability, in which the products can gain an additional point.

The award will be presented digitally again at the end of June. All award winners will receive a comprehensive communication package. This includes integration into the active ISPO press relations as well as a detailed product presentation on ispo.com, available all year round.

The application phase of Outstanding Outdoor has already started. Registration is possible until May 29, 2020. Detailed information and the online application are available [online](#).

About Outstanding Outdoor

Outstanding Outdoor is a new quality seal for outdoor products. It serves as a guide to products for the coming season and is aimed at specialist retailers, journalists and consumers. The Outstanding Outdoor product label will attract the attention of shoppers in specialty stores to the award: The best products of a category will receive the coveted Gold Winner award. Other products with first-class quality will be designated as winners. In addition to the winners in each product category, the jury designated exceptional work in cross-industry trends as an Outstanding Product. The award-winning products can be viewed all year round at ispo.com. All information about the award can be found at 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](https://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.

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