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Press release

ISPO Award 2021

More than 70 of the most outstanding new products in the sporting goods industry receive the seal of quality

- 250 product submissions in four segments
- 76 prizes and special awards for sustainability
- Award ceremony and digital showroom at ISPO Munich Online 2021

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The results of the ISPO Award 2021 are in: As of now a total of 76 sports products bear the prestigious seal of quality for innovation and functionality in the sporting goods industry. A jury of international experts selected a total of 76 “Products of the Year,” “Gold Winners” and “Winners” from 250 submissions in the four segments of Snowsports, Outdoor, Running & Fitness and Urban Life. Six products were also awarded special recognition for their particularly sustainable concepts and ideas. The highest award, “Product of the Year,” will first be announced during the official award ceremonies via live stream as part of ISPO Munich Online, from February 1 to 5, 2021. The Gold Winners, Products of the Year and Winners with the special Sustainability Achievement will be presented during the event in their own digital award showroom.

“Even in these particularly challenging times, product development didn’t come to a halt. We have got to know many innovative concepts all over again. One thing that has again been made clear is that awareness for sustainability topics within the industry has increased across the board. That’s why more and more manufacturers are committed to an advanced circular economy” said Jacqueline Eskandar, Senior Product Manager of ISPO Awards & Innovation at Messe München, summing up the most important findings from this year’s edition of the ISPO Award.

Due to the prevailing coronavirus pandemic, the two-day jury meeting was held in a hybrid format for the first time – partly on site, partly by video call. A jury of 25 experts, consisting of representatives from retail, designers, product specialists

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and media representatives, selected winners from the 250 submissions in segment-specific teams. In addition to innovative nature, above all the assessment criteria included functionality, quality and choice of materials. Exceptional performance in terms of sustainability across all segments was honored accordingly with special prizes.

Grand stage for the awardees at ISPO Munich Online 2021

For maximum international visibility, the ISPO Award ceremony will take place as part of ISPO Munich Online 2021:

- Tuesday, February 2, 3:30 p.m.: Snowsports
- Wednesday, February 3, 3:00 p.m.: Running & Fitness, Urban Life
- Thursday, February 4, 3:30 p.m.: Outdoors

All of the winning products can be experienced throughout the entire duration of ISPO Munich Online 2021 and all year round at ispo.com.

What the end consumers think: Premiere for the ISPO Public Choice Award

As part of the ISPO Award 2021, end consumers will also be involved for the first time and an additional public choice award will be presented: More than 70,000 members of the ISPO Open Innovation Community have been called upon to select their personal favorites from all of the Gold Winners. The product with the most votes will win and be honored with the first ISPO Public Choice Award, also at ISPO Munich Online 2021 on Friday, February 5.

Anybody can take part and cast their vote after [registering in the community for free](#)*.

More information on the ISPO Award is available [online](#).

*ISPO Open Innovation is an all-year platform on which enthusiastic athletes can actively contribute to the development of upcoming products with their know-how and their creativity via exclusive tests and surveys.

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About the ISPO Award

Over the course of its long history, the ISPO Award has established itself as the seal of quality for the sporting goods industry. The award is a year-round guide to products for the coming season and is aimed at retailers, journalists and end customers. At specialist retailers, for example, the seal of quality is identifiable as a label on the products and visible via point-of-sale systems. The international jury is made up of athletes, retailers, journalists, designers and consumers who choose the best sports products after in-depth discussions and a secret vote. The best innovations in each segment are named "Product of the Year" by the specialist jury. The award-winning products can be viewed all year round 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.

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.