

<https://www.ispo.com/en/outdoor>

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Press release

OutDoor by ISPO 2019

Outstanding Outdoor honors exceptional products in the outdoor industry

- **New award for outdoor products generates strong interest**
- **203 nominations in 28 categories**
- **Outstanding products selected in the areas of sustainability, comfort performance, lightweight and urban outdoor**

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The first winners of the new Outstanding Outdoor Award have been selected. After reviewing 203 nominations in 28 categories, the international jury of experts selected products that set new standards in terms of their special functionality, striking design, safety improvements or exceptional innovation. Another constant focal point: sustainability. The Outstanding Outdoor Award places the winners in a powerful spotlight and serves as an important guide about current and future trends for retailers, the media and consumers. The awards will be presented on June 30, 2019 during the OutDoor by ISPO trade fair.

With the Outstanding Outdoor Award, OutDoor by ISPO is honoring products that make the outdoor experience something truly special. One striking aspect of the nominations was the clear focus on sustainability. Nico Thomas, Product Manager for hardgoods at Globetrotter and a member of the Outstanding Outdoor jury, said: "The issues of sustainability and quality continue to be a high priority for retailers. Customers expect products to last a long time, to be produced in a resource-conserving manner and to be able to be repaired, if necessary."

The nominees for the award also provided a comprehensive peek at trends for the 2020 summer season. "In addition to demand for products that people use everyday, for example to commute on their bicycles, the need for extremely light, multi-functional gear has increased tremendously in recent years," said Johannes Ahrens, the Chief Equipment Manager at Camp4 Berlin. "The demand for comfort

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remains the challenge. Even with all of the lightweight materials, enjoying nature is what it's all about.”

The jury was made up of a total of 21 experts from nine countries, including specialist retailers, designers, marketing professionals, journalists, consumers and athletes. The jury meeting was held in cooperation with the Annecy Mountain region, the outdoor mecca of France: Over three days, the region provided the jury members with a variety-filled testing ground consisting of water, boulders, mountains and forests where they could put the products through their paces as well as with a professional infrastructure to conduct events.

In addition to the recognized products for outdoor adventures like camping, trekking, trail running and climbing, the jury awarded the Outstanding Product label four times for exceptional work in relevant industry trends.

An overview of the winners:

Sustainability

For anyone who is passionate about style and the environment: the all-weather jacket Redmont made by Vaude

The choice to use GOTS (organic) cotton using natural dyes is a double win: no use of pesticides or herbicides during the growing process and it doesn't hinder the natural biodegrading process of cotton the way synthetic dye does.

The durable wind- and waterproof 1L jacket represents a new generation of street- urban and outdoor wear for men that care about both style and the planet.

Trims and logo applications are made of certified cork.

Comfort performance

Waterproof, breathable and extremely comfortable: the FUTURELIGHT™ jacket made by The North Face

FUTURELIGHT™ brings a new level of waterproofing comfort to users with unmatched levels of fabric breathability. Nano-spinning allows to fine-tune levels of breathability, lets air move through while maintaining waterproofness. This technology is setting a new standard in comfort and performance while maintaining sustainable practices in the fabric creation process, using recycled fabrics and a production that cuts chemical consumption.

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Lightweight

An extremely light revolution for mountain climbers: the mountaineering belt FLY made by PETZL

Designed for (ski) mountaineers, this harness features a world premiere: The patented construction of the belt uses an innovative loop technique which enables a balanced proportion between metal and conventional buckles. Removing the comfort foam, this lightness miracle minimizes its weight from 120g to only 90g. Multiple gear loops and ice-screw retainers transport all the equipment required on technical adventures.

Urban outdoor

Outdoor performance meets the urban lifestyle: the MYSHELTER Parley jacket made by adidas

The MYSHELTER Parley jacket by adidas shows how outstanding outdoor performance and urban lifestyle go together. The three-layer, yet very breathable construction and clever details make the jacket suitable for an active urban lifestyle (e.g. when commuting to work) and make no compromises in terms of style. Non-dyed fabric highlights the inner seam tape, which shines through the outer fabric showing a powerful message: 'For the Ocean'.

Award presentation at OutDoor by ISPO

The Outstanding Outdoor Award ceremony will be held on June 30 in the Retail Lounge (Hall A4) at OutDoor by ISPO in Munich. The award presentation will be broken down into two separate ceremonies – one at 11 a.m. and the other at 3 p.m. All 21 gold winners and their recognized products will be honored in the area Outstanding Product.

An overview of all Winner, Gold Winner and Outstanding Products can be found in the accompanying [press booklet](#).

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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 [online](#).

About OutDoor by ISPO

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

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, Europe's biggest outdoor trade fair 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.