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Press release

ISPO Awards 2022: Showcase for the smartest athletic products of the year

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Shortly before the opening of ISPO Munich, which will be held at the end of November for the first time, the lineup for the world's leading sports trade fair is now set: 57 remarkable products and services were recognized with an ISPO Award during the jury's final meeting this year. Visitors and journalists will be able to experience this group and many other winners of the ISPO Award 2022 live in the Future Lab of ISPO Munich (accreditation [via this link](#)).

"New Perspectives on Sports" is the motto of ISPO Munich 2022 that will be held from November 28 – 30. The sports brands that submitted their innovations to the ISPO Award in the fourth quarter took this motto to heart: "We have rarely seen so many exceptional new products during the ISPO Award competition. All sorts of new perspectives are opening up," said Christoph Beaufiles, who acts at the co-head of the ISPO Award along with Christina Rabl, who added: "We are talking about well-conceived ideas that take innovations to a new level. We are in the midst of an evolutionary leap both in terms of the mindset of manufacturers and the materials and technologies they use."

New level of sustainability and smart technologies

The jury consisting of trade journalists and the consumer experts of the ISPO Collaborators Club identified the following trends that were related to the winning products:

- **Fewer compromises** through individualization and tremendous flexibility
- **New level of sustainability** through the use of long-lasting, recyclable materials
- **Intelligent use of technology** for more security and comfort, including artificial intelligence

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- **High quality and simplicity** for demanding uses

And a large number of **easy-entry products** that enable beginners to learn a particular sport more quickly. Frequently, the jurors had to do a double-take as they examined the entries. But that was not surprising because the really smart innovations are not exactly eye-catchers.

New concept of the ISPO Award integrates consumer expertise

“The fact that we had a significantly higher number of entries in the fourth quarter shows us that the new concept of the ISPO Award with quarterly meetings of the jury was the right approach to take,” Christoph Beaufils said. Cristina Rabl added: “Participating brands were really pleased about our decision to add the voice of sport enthusiasts to the jury by drawing on our selected Collaborators Club members.”

ISPO Award products – sustainable, clever and individual

A few examples of the winning products:

- **Heptathlon black technology down jacket from Sundance:** The stylish down jacket that includes an integrated massage unit is a good example of the health clothing trend.
- **Winter ski boot liners from UltimatefitLiners:** This is the first boot liner that was developed around the foot and can provide significantly better bio-mechanical support to skiers’ feet.
- **Optray sunglasses with photochromic lenses from react Switzerland:** You could say that photochromic sunglasses are a dime a dozen. But the sports glasses made by react are really something special: The shade tronic technology used in these sports glasses that weigh just 36 grams enables the lenses to change their tint within 0.1 second– perfect for outdoor sports involving rapidly changing light conditions.
- **Biodegradable winter socks from Lorpen:** These are the first breathable socks designed for mountaineering performed in extremely

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cold weather. The recycled material used in the socks is completely biodegradable.

- **Techrock monoski jacket & pants from adidas Terrex:** This is a monoski jacket that is specially made for monoskiers who are paralyzed from the waist down. It is perfectly designed to meet the special needs of these athletes.
- **New type of snowboard from doubledeck:** The company has reinvented the snowboard with the help of **this innovation** – and made it easier for beginners to get into snowboarding. The special design prevents snowboarders from experiencing such typical problems as catching an edge or taking a tumble when they venture out on their first snowboarding trips. At the same time, beginners are better able to complete curves and carve up the snow.

Award winners live at ISPO Munich 2022

A total of 95 winners of the ISPO Awards can be experienced live in the exhibition area of the Future Lab at ISPO Munich 2022 (November 28 – 30, Hall B2). They were selected during four jury meetings held during the year and were chosen from more than 300 entries. Journalists are invited to experience the innovative power of the selected products and attend the celebratory presentation of the trophies (at 2 p.m. on the second day of the trade fair) in the award area of the Future Lab. They will also have an opportunity here to speak with representatives of the champion brands.

You will find much more information about the award-winning innovations at ISPO.com.

All information about the newly conceived ISPO Award is available at [ispo.com/award](https://www.ispo.com/award). [Accreditation for ISPO Munich can be completed here.](#)

You will find photos of and graphics about ISPO Munich online in the image database

Further information on the ISPO Group and its various platforms is available at <https://www.ispo.com/about>

About ISPO

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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; the online magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, 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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representations abroad for more than 100 countries, Messe München has a global presence.