

Munich, December 6, 2017

**Press release**

## **ISPO Brandnew: Winners of the 30th edition**

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**In this anniversary year, the winners of [ISPO Brandnew](#) 2018 impress with product innovations in fields that seemed virtually unchanged for decades. Among the awardees of the world's largest competition for sports start-ups are a reconceived ski tow frame and a bicycle tube. The Overall Winner, a maker of customized wooden bicycles, won over the jury with its complete concept: a textbook example of digital transformation in the sports industry. All of the ISPO Brandnew Winners 2018 will be present next year from January 28 to 31 at ISPO Munich in hall B4.**

The best start-ups of the sports industry were selected by a jury consisting of former awardees and now established industry giants. Out of more than 400 submissions, 50 applicants reached the ISPO Brandnew Village – all of them are younger than four years old. From that pool, seven winners and one Overall Winner were chosen in the categories Apparel, Hardware Summer, Accessories, Fitness, Hardware Winter, Wearables and Social Awareness.

### **Overall Winner**

[My Esel](#) - 2014, Austria

A concept for customized bicycles made from Austrian wood. Jurors were particularly captivated by the platform of My Esel, a textbook example of digital transformation in the sports industry: Based on height, shoe size and lower leg length, a web-based algorithm determines the customer's proportions, their ideal seating position and an ideal frame geometry, all in real-time. Color, materials and components, and the shape of the frame can also be selected.

### **An overview of the seven winners:**

#### **Winner Hardware Summer**

FIFTYTEN, Germany, 2016

Fiftyten is a universal travel cabin with a roof tent for all double-cab pickup trucks. It consists of a base platform with storage area in place of the regular loading surface, a box as a living space and a large, comfortable roof tent for sleeping. Fiftyten is an elegant, practical and sophisticated solution for campers and road-trippers.

#### **Winner Hardware Winter**

Boardie, Sweden, 2015

Boardie is a new ski tow frame that gives winter sports enthusiasts a more comfortable ride. The wider, ergonomic and durable frame provides a better lift experience for everyone. Existing frames can be easily and cost-efficiently replaced. With the large advertising surface on the frame as a source of refinancing, Boardie is provided to ski resorts free of charge. The jury was particularly won over by the fact that Boardie is a new product in a segment that has seen virtually no changes for decades.

#### **Winner Accessories**

Tubolito, Austria, 2016

As long as there have been bicycles, they have continued to evolve. But one thing has remained largely unchanged: The bicycle tube. This is why the jury distinguished Tubolito for the concept, execution and design of its completely new bicycle tube. Tubolito is a bicycle tube made from an entirely new material. 65 percent less weight and twice the lifespan compared to standard tubes. Tubolito can be compressed for easy packing, it is reusable and available for both mountain bikes and racing bikes.

#### **Winner Apparel**

TEMPLA, Belgium, 2017

TEMPLA's outdoor performance apparel combines contemporary aesthetics with technical innovations for fashion-conscious outdoor adventurers. Every piece of clothing pushes the conventional limits of apparel production and has been meticulously developed with uncompromising attention to detail and minimalist

avant-garde sensibility.

### **Winner Fitness**

BIOROWER, Austria, 2014

Based on the design of an actual rowboat, the BIOROWER brings natural, intuitive rowing with all of its benefits into one's own home. Independent oars connected with an ultra-precise drive produce the same soft resistance of a boat in the water. Force and angle sensors send biometric data to a tablet.

### **Winner Wearables**

Microsfere, USA, 2015

The Athlete's Mask is a new respiratory mask for regions with heavily polluted air. The intelligent airflow system enables natural breathing and excellent ventilation during longer physical activities. In combination with a mobile device, the mask provides detailed performance data based on the athlete's breath, something which used to only be available from a lab.

### **Winner Social Awareness**

The Social Mercenary, Great Britain, 2017

Traditional Ghanaian apparel and accessories with a modern touch. The articles are made by Ghanaian craftspeople from hand-woven "royal fabric" called Kente. They incorporate YKK zippers, laptop or cell phone pockets, extra-strong yarns and traditional, waxed cotton fabric for backpacks and caps.

### **ISPO Brandnew celebrates its 30th edition**

The creativity of the sports industry can be seen in the world's largest competition for sports start-ups. This will take place for the 30th time in 2018. For the first ISPO Brandnew edition in the year 2000, a total of 67 applications were received from young companies in the sports industry. The winner was surfing legend Robby Naish with his kite surfing brand Naish Kites. The list of past winners is long and prominent, and includes GoPro, Maloja, Nixon, ON and POC. Many of the previous awardees are now integral members of the sports world. This history illustrates how ISPO Brandnew can serve as a catalyst for entrepreneurial success in the sports business. The anniversary will be celebrated at ISPO

Munich: Among other things, the Walk of Fame will give visitors an idea of the winning products from then and now.

**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. 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. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

**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.