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**Press release**

ISPO Award 2018

**The sport product highlights 2018/19**

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- Trend towards personalized, unique products and sustainability
- ISPO Award ceremony at ISPO Munich 2018

**With the annual ISPO Award, an independent specialist jury awards prizes for the best sport products for the coming season. The most innovative products in the Health & Fitness, Outdoor, Snowsports, Urban and Team & Social Sports segments are chosen from around 500 entries. A separate ECO jury focuses on sustainability. All of the winners will be there from January 28 to 31 at ISPO Munich in hall B1. The awards will be presented during the first two days of the fair.**

With the market highlights for the coming season, the emphasis is on sustainability and individualization. Skis and snowboards are not only becoming more environmentally friendly, they are also more durable thanks to their sustainability. Whether it be trekking or running shoes, thanks to new technologies they can be adapted to the specific needs of sport enthusiasts and athletes. This year, there was a particular focus on sustainability. The high-profile Eco jury with members including Matthias Kimmerle, Professor for Textile Product Technology at Albstadt-Sigmaringen University looked at all entries from this point of view and awarded bonus points which had a major influence on the final result. The best innovations in each segment were named “Product of the Year” by the specialist jury.

**An overview of all “Product of the Year” prize winners:**

**Health & Fitness** - A technology for individualized running shoes directly from HP's FitStation stores

Customers get a tailor-made running shoe geared to their needs – from the size to the shape. Everything is manufactured on site while the customer waits in the store. An in-store retail solution which combines 3D scanning, gait analysis and dynamic production technologies. It allows shoe recommendations on the basis of the customer's foot shape and the production of tailor-made 3D-printed insoles and customizable shoes with variable PU injected midsoles. Brooks was the first company to present the new concept for its Levitate RS running shoe.

**Outdoor - Forge S** from **Tecnica** – the first anatomically adaptable trekking shoe  
With the Forge, Tecnica presents a completely adaptable trekking shoe. Thanks to the unique, patented C.A.S technology (Custom Adaptive Shape), retailers can adjust the fit and footbed to the anatomical needs of the customer in just 20 minutes. Thermoformable material on the heel, inside of the foot and ankle is heated and adapts to the customer's individual foot shape. The shoe then cools down and retains its shape. The footbed is customized in the same way, providing extra stability and support for the arch of the foot.

**Snowsport** - The ski and snowboard core technology **FUS3D™** from **CIME INDUSTRIES** and **CAPITA MFG**

The FUS3D technology uses a 3D printing technique called FDM (Fused Deposition Modeling) in order to connect a recyclable thermoplastic side wall to the wooden core. The patented process improves the durability of the FUS3D cores as well as the flexibility and reactivity of the core and thus the overall quality of the ski or snowboard. Winter sports fans not only get skis and snowboards with better running properties – the patented procedure also increases their durability. CAPITA MFG Spring Break snowboards already use FUS3D technology.

**Team & Social Sports - Maxi Grip** from **Select** – the first resin-free handball  
Maxi Grip is a newly developed handball with a unique sticky surface for excellent grip. The surface sticks when the ball is caught. If the ball is thrown back, it leaves no residue on players' hands. And there are no traces of glue on the floor either. As a result, players who are not allowed to use resin (children and players in resin-free halls) can finally play with a ball with a sticky surface.

**Urban - BH51M Helmetphone** smart cycle helmet from **Livall**

The LIVALL BH51M cycle helmet is ideal for cyclists who would like to listen to music and make calls the clever way – without taking their hands off the handlebars. Two chains of bright LED lights on the rear side also allow riders to signal that they are turning off at the push of a button. Manufactured from high-quality components and designed with unmistakable style and unique properties, it redefines safety when cycling.

### **ISPO Awards ceremony**

The ISPO Awards ceremony will take place during the first two days of ISPO Munich. At 11:00 on Sunday, January 28, the prize in the Snowsports segment will be awarded, while at 15:00, the jury will hand out the awards for the best Health & Fitness and Team & Social Sports products. At 13:00 on Monday, January 29, the awards for the Outdoor and Urban segments will be presented. The awards for Eco Responsibility will also be presented at 11:00 and 13:00 on both days. For the first time, five innovation of the „Product of the Year“ will be presented to consumers during [ISPO Munich Sports Week](#) at Keller Sports in Munich on January, 30.

An overview of all Products of the Year and Gold Winners will be on show in the central aisle of hall B1 during ISPO Munich from January 28 until 31. [All jury statements](#) regarding this year's winners can also be viewed on the ISPO Award Winners page.

### **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 an all-season guide to products for the coming season and is aimed at retailers, journalists and end customers. This year, the 42 jurors in the ISPO Award jury are from 15 countries including China and Canada. The jury is made up of athletes, retailers, journalists, designers and consumers who chose the best sport products after in-depth discussions and a secret vote. The best innovations in each segment were named “Product of the Year” by the specialist jury. Altogether, the ISPO Award is awarded in 80 categories. This reflects the huge product variety in the sports industry. All year long the products can be seen at [ispo.com](https://ispo.com).

For more information on the ISPO Award, visit [www.ispo.com/awards/ispo-award](http://www.ispo.com/awards/ispo-award) and [facebook.com/ispomunich](https://facebook.com/ispomunich)

#### **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.