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## **The ispo Boardsports Award and Its Winners**

Introduced for ispo winter 07 with the goal of honoring the most innovative products of the Boardsport industry, the jury of experts also selected outstanding developments worthy of distinction this year. Two new categories were introduced to provide trade fair visitors with an even better overview of the most exciting products of the season 2008/09: Safety Gear and Kids' Products. The categories in 2008 are: Hardgoods, Outerwear/ Technical Apparel, Accessories, Safety Gear and the special award of the jury Kids' Products.

And here are the winners:

### **Category: Hardgoods**

#### **K2: Auto Ever Binding**

The AUTO EVER is an extremely light and progressive performance binding. This new K2 model provides choicest binding technology with AUTO technology and its airlock highback and marks the departure from toe ratcheting and traditional strapping adjustment.

Jury reasons: K2 introduced a new binding system with AUTO technology last season. The Auto Ever binding combines this system with a further development: the "Airlock" highback. It is connected directly with the heelcup and consequently makes previous components for the strapping setting superfluous. As a result, the K2 engineers achieved optimum response with little weight as well as direct transfer of power.

### **Category: Outerwear/Technical Apparel**

#### **Zimtstern: Candid Yarndye Check**

The Candid Women's overalls are part of the Zimtstern BEAT collection. The functional material with a high degree of technological development convinces with its mixture of function and fashionable streetlook. With water-resistance of 10,000 mm and breathability of 10,000g/m<sup>2</sup>/24 h, the fabric is perfect for use in mountains with its high-tech PU coating on the material lining. In addition, the DWR finish keeps the material drier longer and protects it against oil- and water-based spots.

Jury reasons: Zimtstern is reacting to a new trend in the outwear sector with this oversized overall. A high-tech and functional fabric in a relaxed street look were the objectives of the Swiss label. The material (refined with 1% Silver Lurex threads) and the interplay of color and cut make these overalls into a useful and stylish companion in all conditions.

### **Category: Accessories**

#### **Adidas Eyewear: ID2**

The ID2 goggles are the first one from Adidas, which are composed of two frame parts that can be separated from one another: the front frame and the main one. This affects the ClimaCool™ ventilation system, which routes the air directly through the cleverly placed opening slots in the foam between the front and main frames. This ensures that air circulation even functions when riders wear helmets. The dual frame technology of the ID2 also ensures that they are compatible with every helmet.

Jury reasons: Adidas Eyewear has developed a new frame system with the ID2: two parts, which move independently of one another, and a perfect fit of the goggles both with and without helmet. The overall concept is rounded out by the use of nanofoam to prevent water and snow from seeping into the inside of the goggles. The adidas eyewear a474 performance insert can also be integrated in the ID2 for those who wear glasses using a simple clip system.

### **Category: Safety Gear**

#### **Snowpulse: The "Life Bag"**

The avalanche backpack "Life Bag" from Snowpulse fascinates thanks to the revolutionary shape of its airbag, which encloses the complete head area and consequently creates additional breathing air. After it is triggered, the airbag is filled with a volume of 150 liters within three seconds.

Jury reasons: The Life Bag from Snowpulse is an enormous further development of traditional avalanche backpacks for back-country riders. Thanks to the revolutionary shape of the airbag, the whole head is encircled and additional air space is also created, which generates breathing air essential to survival. The fact that the empty cartridge can again be filled using compressed air after the mechanism has been triggered also convinced the jury.

### **Category: Kids' Product**

#### **Burton: Mini Shred Collection**

The times when children only had two options – to start skiing or to stick to sledding – are long past. The goal of Burton was to revise the board, boots and binding lines to develop

absolutely new designs and features, which would completely revolutionize the way that children learn snowboarding.

Jury reasons: The future of boardsports is inevitably in the hands of young people. Burton succeeds in putting the needs of kids in the forefront with its customary high quality and unique ideas. The Chopper with special shape and slightly rounded edges can be used both with and without binding to simplify the first steps on a board. The boots Grom as well as the new Freestyle Jr. convince thanks to their simple operation, so that kids need not depend on help from their parents.

Additional information about the awards is available at:

[www.ispo-winter.com/link/de/19056507#19056507](http://www.ispo-winter.com/link/de/19056507#19056507)

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