

27 – 30 Jan. 2008



Presse-Information \* Press Release \* Communiqué de presse \* Comunicato stampa\* Comunicado de prensa

No. 12 e

17 January 2008

## **The Winners of the 17th ispo BrandNew Awards**

- **261 participants from 26 countries (+13% compared to ispo winter 07)**
- **7 category winners + 1 overall winner**

The ispo BrandNew Awards will be presented for the 17th time in Munich from January 27 to 30. The latest trends and innovations will be exhibited at the world's largest young entrepreneur contest in the sports equipment industry in the ispo BrandNew Village in Hall A3. 19 jurors – sport experts from the whole world – examined 261 companies from 26 countries and then selected the best submissions. The jury checked, examined and tested all products and selected the best newcomers following an intensive day of discussions.

### **Here are the winners in the individual categories:**

#### **ADVANSA Overall Award:**

##### **QUANTYA® FMX DIRTBIKE**

The Quantya is a powerfully accelerating dirtbike, which does not need any exhaust pipe. With a tank charge of two hours of electricity from a socket, you can race three hours through a motocross course. It does it without noise and exhaust fumes, but with unbelievable power. The gearless 16 KW drive accelerates the 80 kg light machine to approx. 70 km/h, whereby the Swiss inventors are already tinkering to make a 100 km/h version. Approval for use on roads is expected in 2008. Maybe there will soon be the first dirtbike race only for electro-bikes?

#### **DUPONT Hardware Winter Award:**

##### **SKI-MOJO**

Perfect snow, perfect weather: ideal prerequisites for skiing until the lifts shut down. If, yes if, your muscles only wouldn't start to ache in the early afternoon. This is now a thing of the past. Ski-Mojo from Great Britain has transferred shock absorbers into skiing. A cushioned, "arm" is attached between the ski boots and the thigh attachment under the ski pants, where

it cannot be seen. It reduces the load on the quadriceps and knees by up to approx. 30% and consequently lets you ski longer and with more control without restricting the mobility of skiing technique. You switch between "walking" and "skiing" mode using a small switch.

**YKK® Hardware Summer Award:**

**HILLRACER® CROSS**

The fact that tobogganing in winter is becoming a fashionable sport is no secret, but now SportsTech is introducing equivalent summer equipment on the market: the Hillracer Cross. The vehicle similar to a go-cart is steered by shifting your weight and foot steering as in traditional tobogganing. Safety was especially important for the inventors Florian Kraus and Stephan Boerboom. The summer toboggan has wheels locked against rolling backward, hydraulic brakes and a centrifugal force brake, which switches on starting at 40 km/h and prevents dangerous high speeds. The ideal areas of use are on forest trails, whereby getting back uphill is no problem either. Thanks to a special clamp, the Hillracer can be pulled up back to the starting point by T-bar lifts. The summer sports equipment has been tested and certified by the German Technical Control Board.

**COOLMAX® Sportswear Award:**

**ion-mask™**

The extremely water-resistant ion-mask™ coating ensures dry feet – even in water. A new technology is conquering the sporting goods market. Shoes and clothing are coated with a very thin layer of ion-mask™ using ionized gas, also called "plasma". This encloses the individual fibers both on the inside and outside and consequently makes the material extremely water-resistant. The technology is from the P2i Company from Oxford, England and is suited above all for synthetic materials. The industry has been trying for years to produce water-proof and at the same time breathable shoes without additional weight. P2i has found the solution.

**CREORA® Style Award:**

**ELEONORE DE RUUK**

Just about nothing goes at Eleonore de Ruuk without a hood. The Dutch designer is able to integrate this element in almost all pieces of her collection, regardless of whether dress, belt or backpack. Unusual materials and unconventional details give the collection its individual look. The mixture of streetwear and fashion has been implemented skillfully, and wearing comfort is also given its full due. Every outfit can be spruced up with her accessories. Simply put on the hood-belt with jeans and T-shirt, and basic becomes fashion.

**NILIT® Style Accessories Award:****NAT-2™**

Women agree that you can never have enough shoes. How annoying then when you are traveling and do not have a lot of space for baggage. The Nat-2 with its 2-in-1 shoes then wins the hearts of women. The simple sneaker becomes a summer-like open-back shoe in no time. Simple open the zipper on the sole, and - when it starts to rain - it can be converted back into a sneaker just as quickly. Finally it is no longer a question of "either/or", but instead of 2-in-1, and you are equipped for almost all possible situations. At least with respect to your shoes.

**YKK® Hardware Accessories Award:****SNOWPULSE**

The Swiss Yan Berchten and Pierre-Yves Guernier have developed an avalanche rescue system, the Snowpulse. The airbag system is provided either with backpack or can be integrated into other backpacks in the future. When there are avalanches, it is especially important that victims are not covered completely by snow and are also protected against injuries from being hit or other things. Snowpulse is designed specifically for these purposes. The air-based system is triggered by a pull on a cord, and the endangered person is protected on his head and back of the neck by the 150 l airbag without three seconds. At the same time, an empty space is created around the head of the person covered by the avalanche.

**ASKIN® Accessories Award:****Myway®**

An extremely old idea rediscovered and used for a completely new area of use. Catharina Wikström was tired of having a hard time dealing with small ski area maps on ski slopes: too big, made of paper, too delicate and impossible to use at all with gloves. As a result, the Swedish woman let herself be inspired by the technique of ancient scrolls. The slope overviews printed on tear-proof paper, rolled up in two small plastic tubes (approx. 13.5 cm long) can even be rolled out and in easily when you have on gloves. The modern variant of scrolls also requires little space in jacket pockets, but can be used quickly when you need to get your bearings fast.

All winners as well as the 31 finalists are exhibiting their products in BrandNew Village in Hall A3 at ispo winter 08 on January 27-30, 2008.