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High-quality field: 39 OutDoor Industry Awards

Judges panel presents nine gold awards

Friedrichshafen - The 22nd OutDoor European trade show opened its doors in Friedrichshafen on July 15 for four days to trade visitors from all over the world. Simultaneously, the panel of judges announced which products, ideas and design concepts were to receive an OutDoor Industry Award. The tenth edition of the OutDoor Industry Award saw a particularly high-quality field. This view was shared by the six members of the international expert panel as they announced 39 OutDoor Industry Awards. Nine outstanding members of this already select group were also presented with a further OutDoor Industry Gold Award.

The prize-giving took place at the end of the first day of the Friedrichshafen trade show during a special award ceremony. All award winners will be on display in a special exhibition in the Foyer East throughout the fair.

The OutDoor Industry Awards are held in high esteem by the industry, designers and retailers alike. This is because the independent judges panel, consisting of specialists who are all experts in their own field, and the Deutscher Designer Club who facilitate the selection and evaluation process, guarantee a high degree of transparency and

2015

1 / 6



credibility.

The OutDoor Industry Award is more than just an internationally recognised design award for particularly innovative, market-conform, trend-setting products and ideas. It provides winners with a unique and powerful marketing tool that acts as a valuable independent source of information for both retailers and consumers.

"The judges certainly didn't make it easy for themselves. During an intensive two-day process, they evaluated 329 entries, including in detailed and extensive discussions. As a result, 39 products were selected to receive an OutDoor Industry Award," said OutDoor project manager Dirk Heidrich, praising the panel. "The award winners provide an insight into which way the outdoor industry is developing," he added. This applies in particular to the nine, products and solutions, which the six international judges selected in a further evaluation round - and which were then presented an OutDoor Industry Gold Award.

The OutDoor Industry Gold Award winners

Power Sphaerio 3P by Vaude

The extremely wind-stable, geodetic Power Sphaerio 3P tent by Vaude won the judges over with its complex and intelligent technical design. Its excellent wind stability, use of new materials and good space-to-weight ratio convinced the panel, as well as the fantastic quality and workmanship. This completely new design of tent also has high UV-resistance.

All-in-one sleep system by Polarmond

2015

2 / 6



"The all-in-one sleep system by Polarmond embraces the best of research and development from the last 20 years," explained the OutDoor Industry Award judges excitedly. "Innovative and extremely functional" - is how they described the ultra-light, modular sleeping system, which consists of a sleep shell, sleep mat and liner with a one-person tent or bivouac shelter. It's the first system to consider all factors affecting sleeping outside in all weather conditions and adapt them to each other accordingly.

Gift Your Gear

Here, the award is not given to a product, but to a system, emphasize the judges. It is a system by the industry for the industry. The panel is confident that Gift Your Gear has the potential to become a worldwide movement. "Reusing old products is extremely good for the environment and more sustainable than recycling," argue the judges. The panel felt that the concept could lead to a real change in behaviour. The donated outdoor clothing and equipment is given to community organisations, youth groups and charities working with young people in the outdoors. It is hoped that this will inspire future generations to get outdoors and do more to look after the environment.

Naturetexx Plasma Wool by Südrolle

This technique by the Südrolle Group, Germany, produces wool without using chlorine or other chemicals. The judges see it as a significant advance. Naturetexx Plasma Wool represents a very environmental-friendly solution. The judges consider it to be very important since wool represents a major trend in outdoor-clothing. "After down, wool is set to become the next hot topic," said the panel.



Guardian Purifier by MSR

"This is the first filter that mechanically eliminates bacteria from water," said the judges when evaluating the MSR Guardian Purifier. Further outstanding features include its user-friendliness, long lifespan and compatibility with standard drinking bottles. In addition, the filter cleans itself while pumping.

Kala Dress by Icebreaker

Fantastic fabric - excellent design," was the judges' verdict. This longer cut dress, which can also be worn as a tunic or shirt, is made from new Cool-Lite® fabric, consisting of 56% merino wool, 42% Tencel® and 2% Lycra®. Further positive aspects include the clean design and great fit.

Terrex Agravic Down Jacket by Adidas

The Terrex Agravic Down Jacket impressed the judges with its innovative, well thought-out down chamber construction. The seams overlap to minimize development of cold bridges. The panel also liked the freedom of movement, collar solution and excellent fit of the jacket.

UNEEK 8MM by Keen

This new take on the outdoor sandal by Keen has already been selling well. "With its unique look, super comfortable fit and new material, Keen has further improved this great product. A superb solution for travelling, outdoor activities and everyday use," said the judges in their comments.

Natural Balance Backpack by Aarn Design

The judges panel agreed, "This is the most innovative backpack submitted for the award". The Natural Body Pack by New Zealand's Aarn Design Ltd. convinced them with his



unique carry system, well thought-through details and effective back ventilation. It allows great freedom of movement, yet still provides a stable carry. By distributing weight to the pack and front pockets it ensures good load distribution and greater carry comfort.

By appointing the Deutscher Designer Club (DDC), which has considerable experience in organizing industry design awards, the OutDoor's organizers are able to ensure a high degree of transparency. Michael Eibes, designer and chairman of the board of the German Designer Club (DDC) expressly highlighted the dedication and commitment of the judges panel and the high quality of the entries. In particular, he praised the judges for their fairness and sense of responsibility.

The judges:

Ally Davey, New Zealand - adventure racer and founder of "Girls on Top"

Mia Tapio, Sweden - founder Eternal Mindset, a consultancy firm advising companies on sustainability issues

Piotr Drozd, Poland - editor-in-chief, "GORY" mountaineering magazine

Jens Holst, Germany - store manager, Globetrotter Munich

Frank Wacker, Germany - equipment expert and product review editor, outdoor magazine

Mark Held, England - general secretary, European Outdoor Group

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In case of further questions please contact our press department. They will be glad to help you.

2015

6 / 6



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