

It is incredibly hard for an innovative start-up company or a really creative idea from a small business to succeed in the world of sports, with so many big brands controlling the retail and the promotional space. So it is a welcome aspect of the business to see a famous sports show such as ispo, along with a clutch of top quality sponsors, creating such positive opportunities as those available to the BrandNew winners. The 11th award winners continue to include some exciting and fascinating new products.

Flying high at ispo

The number of applications for the BrandNew awards continues to rise and this year the judges had to work through over 150 entries from 21 countries, all keen to win the prestige and benefits that come with these highly regarded rewards.

A jury of international sports experts, including industry experts, magazine editors and publishers, and retailers went through all of the entries that applied fort the world's biggest start-up competition in the sports industry. The jury tested all products - from the interesting to the bizarre - and was particularly impressed with the seven concepts that they selected at the end of the day to be winners of each product category.

Florian Weingärtner, marketing director of ispo, said: "It is amazing that the number of applications is still increasing. It shows that the ispo BrandNew Awards have become the ultimate spot to launch a new brand in the sports industry. I was especially happy, that the biggest group of applicants was from the outdoor industry and that two of them even won their product category."

The criteria to participate in this year's ispo BrandNew Awards included being founded or introduced to the market after January 1, 2001 and having a product or brand that has never been registered as an exhibit at ispo before. Most of all the product or brand had to be innovative and new.

The DuPontSA Overall Award of the 11th ispo BrandNew Awards was won by the American company Nemo Equipment, Inc., founded in 2002 by industrial designer Cam Brensinger. Brensinger combines his major passion in life - the outdoors, with his technical experience to bring aerospace technology to the outdoor sporting goods industry.

Nemo's winning product, the Sako tent, is a truly unique 2-3 person shelter. Its principal innovation is its use of a low-pressure inflatable structure rather than traditional aluminium tent poles. This 'airbeam' structure allows the tent to be set up in less than a minute. A system of internal air lines connects the two pairs of air beams so that inflation and deflation can happen at a single point. Sako is made of a unique impregnated fabric that allows the tent to breathe whilst protecting against rain. BrandNew jury member Robert Schroots from Riri is deeply impressed: "This is by far the most outstanding and beautifully designed piece of outdoor equipment I've ever seen. It perfectly combines functionality and design. Imagine that you are on a hike and weather conditions are not perfect, then you will be glad for any minute you save on the set-up of your tent."

Nemo began renting mill space in Nashua, New Hampshire, in June of 2002. The heart of Nemo is a small team of talented young designers and engineers with a passion for both creating and using the best quality, highest performance products for outdoor adventure. Since 2002, the Nemo design team has been developing a line of revolutionary backpacking tents which were debuted in August of 2004.



The DuPontSA Overall Award winner was Nemo's innovative Sako inflatable tent.

Nemo



Freefall suit from award winners Pressurized.

Pressurized

New definition of freefall!

The Riri Sportswear Award was won by the Austrian company Pressurized. Working on issues related to fall rates of 100km/h and below, this young, innovative Austrian company developed a revolutionary freefall product consisting of a jacket and pants which allow skydivers to slow their freefall descent.

After a two-year period of development, a suit design was realised, which enables a skydiver to halve their vertical fall rate whilst generating a high horizontal speed. Using this suit, a practised jumper can double his/her free fall time straight away. This comes about through the implementation of the 'lifting body theory', which involves wingless bodies which generate lift through their special shape just as airfoils do. Lifting bodies have their origin in aeronautics and have been successfully used in military aircraft. In this case the skydiver's body, in combination with the suit, creates the lifting surface.

At the centre of the system are special chambers which inflate during freefall and give the suit excellent aerodynamic properties. Ribs keep the pants in shape to achieve the best possible flight properties.

Special attention was paid to safety. For this reason, wings were consciously avoided to ensure absolute freedom of movement and to allow the jumper to perform the normal parachute opening procedure. This makes the suit, unlike wingsuits, also suitable for beginners.

The seven winning companies each receive a free 20 m^2 booth in the completely newly designed BrandNew Village at ispo Winter 05 in February 2005. Another 34 finalists, who impressed the jury with their innovative products, also receive the opportunity to present themselves in their 10 m^2 booth beside the winners

DuPontSA Overall Award

The Award for the best application this time went to Nemo from the US for an inflatable tent that weighs only about 5 lbs (2.3kgs) and which is 'ready to move into' in less than a minute. It offers incredibly easy handling which makes it especially interesting for the trekking and hiking markets.

Coolmax Hardware Winter Award

This award went to the German Alurunner, an incredibly stylish aluminium sled, equipped with suspension and a soft transparent seating area. The perfect product for the increasing number of luge enthusiasts.

Riri Sportswear Award

With a new wingsuit concept the Austrian-based Pressurized was selected. The suit for skydivers and parachutists provides a highly-effective aerodynamic concept with air inlets in the front and special seams and rips on the back which create a surface with a highly improved profile. The result: a clearly improved flying performance.

DuPont Hardware Accessories Award

Jetboil, also from the US, is a very simple, lightweight but effective outdoor cooking system. Enjoy your hot meal outside your tent, when your next-door neighbour is still waiting for his water to boil.

Invista Style Award

Yono, the first ispo BrandNew Award winner from Japan, convinced the jury with its futuristic cuts and elements in its first collection. A perfect mixture between style and function. Yono provided what could possibly be called the best application in the style category since the start of the ispo brandnew Awards in February 2000.

ispo Hardware Summer Award

A new training tool for boarders comes from Germany. The Surfswing is fixed in a height of about 15 feet. Swinging freely underneath the fixation it allows training for all kinds of tricks 'in the dry'. Especially interesting for all kind of events in the 'flad' but still allowing the surf-feeling.

Thermolite Accessories Award

The young Swiss designer Remo Frei was successful with his new backpack system 'Flink'. The upper part is split in two and both parts are fixed on a hinge. This allows the top of the backpack to move independently from the back and vice versa. As a result this provides a greater level of mobility especially for the likes of climbers or snowboarders.



The Alurunner sled picked up the Hardware Winter Award.

Alurunner