



Winners of Volvo SportsDesign “EcoDesign” Awards 2008 Announced

Ceremony for 4th annual Volvo SportsDesign Awards held at ispo_winter 08 / Theme: “EcoDesign – Form follows Sustainability” –

Munich, 30 January 2008 - The results for the 4th annual Volvo SportsDesign Awards are in. Winners hail from France, Italy, Austria, Germany, Sweden and the U.S. At a grand ceremony at the ICM centre in Munich, the honorees received the internationally acclaimed design awards as part of the Volvo SportsDesign Forum. The theme for the 2008 edition of the award is “EcoDesign - Form follows Sustainability.”

More than 300 internationally renowned companies and designers had submitted their works for consideration for the most acclaimed international awards in sports design. This year’s edition focused on innovative ideas in the eco design sector. Speaking on behalf of the entire jury, the head of the German Design Council, Andrej Kupetz, praised “all the submitted works for their internationality as well as their great amount of diversity that is unusual for a design award for sporting equipment. From an ecological perspective, the sports industry has made great progress. People are getting the message behind the EcoDesign theme. The blend of sustainability and design will continue to range high on the future agenda of designers and the entire industry.”

**VOLVO
SPORTS
DESIGN
at ispo 08**

On 08 January 2008, the jury for the Volvo SportsDesign Awards had gathered in front of the idyllic rural backdrop of the Gut Herrmannsdorf country inn, run by the Schweisfurth family outside of Munich. Jury members narrowed the 300 plus submissions down to 35 nominees in seven categories, as well as a shortlist of favorites. The main criteria in judging sustainable design consisted of functionality, form, innovative step, ergonomics, shape and production, material, manufacturing, distribution, product life cycle, recyclability and usability.

Winners of the Volvo SportsDesign Awards 2008 “EcoDesign”

- o Outdoor Equipment: Nextec srl., OutDry® membrane system for water-proofing footwear, Italy
- o Ski Equipment: Grown Skis, Wooden Skis, Germany
- o Board Equipment: Amer-Salomon, Salomon Snowboards, SickStick, France
- o Apparel: Klättermusen, Einride Jacket, Sweden
- o Wheelers: Essedum, CycleCaddy Waggon, Germany
- o Accessories: Plantaplast, BioGolfTee, Austria
- o Concepts: Max Koriath, “schöner bootfahren”, Weissensee School of Art Berlin, Germany
- o Special Award “EcoBrand of the Year”: Patagonia, USA

The jury consisting of experts in the fields of design, fashion, sports, industry and the environment:

- o Andrej Kupetz, Managing Director of the German Design Council, Frankfurt
- o Gerrit Terstiege, Editor in Chief „form“
- o Dr. Ali Ansari, Academy Director of AMD, Akademie Mode und Design, Munich
- o Dr. Kuno Prey, Designer, Professor and Dean at Bozen University, Italy
- o Reinhard Pascher, CEO Pascher+Heinz Sports Marketing, Munich
- o Peter Waeber, CEO bluesign technologies, Switzerland
- o Ursula Tischner, CEO econcept, Cologne
- o Christian Hochfeld, Deputy Director Oeko-Institut, Freiburg
- o Mark Held, General Secretary EOG Association for conservation, Switzerland
- o Christoph Ebert, Professor for Sports Sciences, TU Munich
- o Petra Griesel, Community Manager, ispo Munich
- o Tobias Gröber, Group Director, ispo Munich
- o Niklas Gustavsson, Director Environmental Issues, Volvo Car Corporation Goeteborg, Sweden
- o Jonathan Disley, Program Chief Designer Volvo Car Corporation, Goeteborg, Sweden
- o Anna Rosen, Designer, Volvo Car Corporation, Goeteborg, Sweden

The organizers are very pleased with this year’s edition of the awards. “The awards were much more sophisticated this time around compared to last year, to a great extent due to the EcoDesign theme. We are hoping that the whole theme will give an impulse to the industry to push for more products in this direction. And more than 300 submissions for an award based on sustainability and design are an absolutely record-breaking response. This shows that sustainability is highly relevant for the sports industry. We have received great feedback from the entire industry,” said Tobias Gröber, Managing Director, ispo Munich.

I. Category Outdoor Equipment

Nextec srl., OutDry®, Footwear Waterproofing Technology

With the OutDry® membrane system, Italian company Nextec Srl has succeeded in developing a completely new waterproofing method for footwear. The OutDry® membrane is directly connected to the upper inner side of the shoe with a patented, one-step lamination technology. Due to this 3-D-lamination technology, there is no need for adding and fitting an expensive inside shoe in a second step. Instead of connecting the waterproof and breathable membrane in a “flat,” two-dimensional lamination process, it is integrated three-dimensionally in a specifically developed production unit on three-dimensional shoe lasts. The result is a perfect seal of the upper shoe section.

OutDry® is an innovative membrane technology allowing for waterproofing footwear without the use of solvent-based glue. With OutDry®, moisture is stopped from penetrating the fabric at the shoe's outer surface, while the efficient use of a reduced amount of materials adds to the waterproofing capability. The OutDry® lamination process is based on hot-melt glue mesh technology without any need for solvent-based glues used for waterproofing in conventional methods. The direct fusion of upper shoe material with the waterproof membrane effectively stops the water right at the outside of the shoe, before it can penetrate the inside layer. As a result, the shoe offers an extremely dry overall performance, while altogether eliminating the possibility of moisture build-up between the outer layer and membrane. The OutDry® membrane is also highly breathable, with excellent capabilities for absorbing moisture. Technically speaking, OutDry® is a polyurethane membrane that is hydrophilic without being microporous, all the while highly elastic and resilient to the long-term effects of constant bending and flexing. Conventional methods for a waterproof and breathable function in footwear requires a combination of many different kinds of materials (membranes), chemical substances and cements. The standard system is actually based on a sock-shaped waterproof lining that is completely separated from the external shoe layer, leaving room for water to penetrate the shoe. As a result, the shoe may soak up water, making it damp and heavy. To compensate for this lack, conventional shoe upper materials are heavily impregnated with per fluorinated chemicals.

“This new method for the environmentally safe production of waterproof and breathable footwear through a combination of the innovative OutDry® membrane system together with 3D-lamination technology will revolutionize the footwear industry,” explained Jonathan Disley, jury member and Program Chief Designer at Volvo Car Corporation in Gothenburg.

“By entirely replacing solvent-based glues and other chemicals used in conventional methods of producing waterproof shoes, the OutDry® technology has proven a clear winner,” added jury member and environmental expert Ursula Tischner.