

# **Fast Track: Trends at ISPO Munich 2017—Environmental Sustainability and Multifunctionality**

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## **Abstracts**

ISPO Munich is the world's largest and most diverse exhibition for the sports community. The author of the report interviewed exhibitors at this key event and identified the latest trends. These included environmental sustainability, multifunctionality, and the everyday use of products intended for outdoor sports. This report highlights the activities of a selection of companies and brands which were exhibiting products that exemplified these trends, namely: Berg Outdoor; Chia Her; Columbia Sportswear; Hans Global/Creative Tech Textile; Freudenberg Performance Materials; Grandtex Asia Corporation (GAC); Houdini; Nanomembrane; Napapijri; Nilit; P?ramo; Startraveller Equipment; and Sympatex Technologies.

## Contents

### INTRODUCTION

BERG OUTDOOR

CHIA HER

COLUMBIA SPORTSWEAR

FREUDENBERG PERFORMANCE MATERIALS AND NAPAPIJRI

GRANDTEX ASIA CORPORATION (GAC)

HANS GLOBAL/CREATIVE TECH TEXTILE

HOUDINI

NANOMEMBRANE

NILIT

P?RAMO

STARTRAVELLER EQUIPMENT

SYMPATEX TECHNOLOGIES

## List Of Figures

### LIST OF FIGURES

Figure 1: Columbia Sportswear: Coat with Omni-Heat lining

Figure 2: Columbia Sportswear: shoe with OutDry Extreme outer

Figure 3: Houdini: Rollercoaster jacket

Figure 4: Houdini: The Cloud jacket

Figure 5: Nanomembrane: waterproof coat

Figure 6: Startraveller Equipment: flying tent packed up and worn as a raincoat

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