

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.

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