

Prowinter Award 2024

“Retail”

Foreword

Changes in the global ski market have led Prowinter to reinvent not only the format and time positioning of the fair in the 2023 edition but have also inspired the Prowinter Team in the creation of a new project aimed at the players in the ski system. We are talking about the Prowinter Award Retail, an award dedicated to ski and boot manufacturers, to give visibility, space and voice to innovation and quality, the two cornerstones on which the market recovery rests and gains momentum. An award created to enhance the new soul of Prowinter, which also expands to include retailers and not just ski-rentals, as was the case in the past, and which returns in 2024 with new categories, building on the success of the first edition in 2023.

To whom it addresses

The award is intended to highlight the efforts that ski and boot manufacturers are making to design, produce and market products characterised by high quality workmanship and materials, a high level of innovation, design in step with current trends and saleability.

The Prowinter Award is also aimed at ski and boot retailers offering them a showcase of the best proposals for the 24/25 season and highlighting the brightest, most appealing solutions with the best sales potential.

After a successful first edition, the Prowinter Award Retail expands to include four new categories from two more winter sports disciplines: in addition to ski boots and slope skis, ski touring and all mountain skis and boots will also be evaluated. The future aim is to broaden the field of competing products to include all other components: bindings, helmets, goggles, poles, clothing and accessories.

Goals

In the six proposed categories, skis and boots of the three disciplines slope, ski touring and all mountain, the jury's task will be to identify, each member according to his or her specific skills, the aspects of substantial novelty, the real and perceivable added values, and the sales expectation that each product brings. The final aim is twofold: on the one hand, to recognise the merit of the companies that will be able to present the most convincing product and, on the other hand, to provide an additional tool for retailers to make their purchasing choices in the most informed and productive way.

The Award

After an initial round of voting, the Prowinter Award will indicate a selection of 3 'nominated' products for each category (18 in total), from which the jury will identify the six winning products, recipients of the Prowinter Awards 2024. The Award winners will receive a dedicated visibility package as a prize (inclusion in an ad hoc press release, article on the official Prowinter website, newsletter launch, dedicated posts and stories on the trade show's social media channels).

The jury

The jury of the Prowinter Award will include different personalities and skills in order to be able to draw on varied and stimulating points of view. These will then be able to contribute to the drafting of extended evaluations that take proper account of the expectations, needs and preferences of an increasingly demanding and constantly changing public. Having broadened the disciplines of the Award, we felt it necessary to add a second technical figure, so as to ensure equality of judgement in all categories.

The jury for the second edition of the Prowinter Award will therefore consist of:

- Alpine skiing technical figure, former athlete and retailer - **Paola Magoni**
- Technical figure of ski touring, former athlete - **Francesca Martinelli**
- Entrepreneur from large-scale sports distribution - **Alessandro Monti**
- Entrepreneur of large-scale sports distribution also online - **Elio Bottero (President of the Jury)**
- Designer specialised in sports industrial design - **Manuel Bottazzo**
- Journalist specialised in fashion, sport and style - **Giovanni Audiffredi**

Categories and admission to the Award

The Award consist of six categories:

- Alpine skis
- Alpine ski boots
- Ski touring skis
- Ski touring boots
- All mountain skis
- All mountain boots

Each company will indicate during the application phase, the category for which it is applying, with a limit of one product per category.

Generally, skis wider than 90mm are considered "freeride" and do not fall within the award categories. It will be at the jury's discretion to admit products with a greater width. As far as boots are concerned, there are no limits for nomination.

Criteria and evaluation process

The four criteria of judgement defined to delineate product values are:

- **Design - aesthetics:** the appearances of the product which we know to be a strong motivation to purchase;
- **Innovation:** the technologies that take the product into the future and that favour better performance;
- **Saleability:** the set of values that make the product more attractive to the public and consequently more saleable by the retailer;
- **Storytelling:** presentation of the idea from which the product was born and the message that is intended to be launched with the product to relate to the consumer.

The evaluation will be structured in two rounds. In the first round, each juror will give his/her assessment of each product in the criterion assigned to him/her, according to his/her knowledge and rating on a scale of 1 to 10. The sum of the scores obtained by each of the competing products during the first round will determine a ranking of products for each criterion, which will be given a new score according to the criterion:

1st place - 10 points

2nd place - 9 points

3rd place - 8 points

4th place - 7 points

5th place - 6 points

6th place - 5 points

7th place - 4 points

8th place - 3 points

9th place - 2 points

from 10th place onwards - 1 point

The new scores obtained by each product for the 4 criteria will be summed up to determine the total score obtained by each product. The top three products in each category will advance to the second round as finalists.

During the panel meeting -the second round- the jury will discuss each nomination in the presence of the products and, at the end, will decide by nominal vote the winner of each category.

Requested documentation

In order to participate in the Award, the following documentation is required:

- **Participation form** (which can be filled in either in PDF format or by using the appropriate form on the Prowinter website) send together with all the material indicated on the form and listed in the next points;
- Complete **product data sheet** - including indication of price range (this data sheet will then be included in the QR code that will be displayed next to the products);
- **Photos** (max 5) and any sketches of the graphic design (non-mandatory);
- Text: what is the **innovation** in this product? (between 1000 and 2000 characters);
- Text: what is the **story** that will be told in the communication campaign and what is the message that will be launched to relate to the consumer. (between 1000 and 2000 characters);
 - Possible **additional graphic material** (social posts etc.) - max 5 files - no ad hoc produced material!
- The finalists in each category will have to provide a **product sample** for the second round of evaluation, in person, on Tuesday 9 January;

Finally, some candidate products and the finalist products will be **exhibited at the fair on 10-12 January** during Prowinter, whereby the Prowinter Team will contact the companies to request that they provide a sample of the selected products - logistical details and designated products will be communicated in due course.

Timeline

The jury of the second edition of the Prowinter Award will observe the following procedure in order to define the 'nominations' from the shortlist and subsequently identify the award-winning products:

- | | |
|------------------------------------|--|
| 3 october –
10 november | Open applications |
| 20 november | Start of evaluation "Round 1" with the aim of identifying the 18 finalist products. For the evaluation, the jurors will use a special form; |
| 1st december | closing "Round 1" evaluation and identification of "finalist" products (details of the finalists will be shared exclusively with the members of the jury, subject to confidentiality - the names of the finalist companies and the names of the products, if any, will be shared at a press conference); |
| 9 January
before 12:00 | Provision to the Prowinter Award staff of a complete sample of each of the finalists products; |
| 10 January | Announcement of the winners of the 2nd Prowinter Award during the opening ceremony of the fair; ufficiale opening of the product exhibition (nominees, nominees, winners). Mention of winners per specific category. |