

Prowinter Award Retail 2025

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 continues its evolution in this third edition, reinventing itself to keep the pace with trends and needs of the market.

In response to the evolution of the market and the growing attention to **winter outdoor activities**, the 2025 edition introduces within the Award several categories dedicated to the winter outdoor world. These new categories, born from the experience accumulated over the years and the appreciation shown by companies and retailers, aims to enhance products designed for activities such as hiking, mountaineering and trail running in winter environments.

With the aim of fostering the visibility and awareness of these products among the general public, the Prowinter Retail Award, with its Outdoor categories will offer a privileged showcase to the best equipment designed for winter outdoor activities. Thanks to the expertise of our jury and the direct involvement of retailers and companies, the award will become a new benchmark for those seeking quality and performance in the outdoor world.

To whom it addresses

The award is intended to highlight the efforts that **ski, boots** and **winter outdoor** 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 Retail is also aimed at retailers offering them a showcase of the best proposals for the 25/26 season and highlighting the brightest, most appealing solutions with the best sales potential.

In this third edition, the Prowinter Award Retail updates the categories further: the “alpine ski” category, pillar of the Italian market, will be divided into two sub-categories “top” and “allround”, both in the ski and in the boots category. The ski touring skis and boots category is maintained. The future aim is to broaden the field of competing products to include all other components.

The new categories dedicated to the **winter outdoor** world chosen for this first edition include footwear (for medium and high intensity winter activities) and backpacks (for ski mountaineering/freeride and intense winter activities).

Goals

The jury's task will be to identify, in the proposed categories and 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, from which the jury will identify the winning products, recipients of the Prowinter Award 2025. 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, personalised video to share on your channels and promo-kit to share your victory).

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.

The jury of the third edition of the Prowinter Award Retail for the “ski” categories will therefore consist of:

- Entrepreneur of large-scale sports distribution also online - **Elio Bottero (President of the Jury)**
- Entrepreneur from large-scale sports distribution - **Alessandro Monti**
- Alpine skiing technical figure, former athlete and retailer – **Florian Eisath**
- Technical figure of ski touring, former athlete - **Francesca Martinelli**
- Designer specialised in industrial design - **Guido Bottazzo**

The Prowinter Award Retail jury for the “outdoor” categories will consist of:

- Entrepreneur from large-scale sports distribution - **Giovanni Viganò**
- Entrepreneur from large-scale sports distribution - **Massimo Zuin**
- Mountaineering technical figure, Mountain Guide – **Guido Bonvicini**
- Technical hiking figure, mid-mountain guide (AMM) – **Patrick Stuflesser**
- Designer specialised in industrial design – **Fabio Deon**

Categories and admission to the Award

For the “ski” world the categories are:

1. Alpine slope skis - top

This category includes expert-level products exclusively for alpine skiing.

2. Alpine slope ski boots - top

The category includes expert level piste boots with a minimum flex of 130 and shall have neither pins nor the rear ski and walk typical of all mountain ski boots.

3. Alpine slope skis – allround

The category includes intermediate level alpine skis with a maximum center width of 80 mm. The graphics should not replicate those of race skis and should not be a special make-up.

4. Alpine slope ski boots – allround

The category includes alpine ski boots with a flex between 100 and 120 and shall not have pins or ski and walk.

5. Ski touring skis

The category includes products with a maximum width of 99 mm and a maximum weight of 3 kg per pair - pure race narrow skis will be excluded. Skis with 50/50 balanced uphill/downhill relevance are preferred.

6. Ski touring boots

The category is aimed at non-competition boots that are not too heavy but provide good downhill closure and have a balanced 50/50 uphill/downhill relevance.

For the “outdoor” world, there are four categories in the competition:

1. Winter Active Footwear

Extended category name: Dynamic Multifunctional Winter Shoes”

Description: Thermal and multifunctional shoes suitable for an “active” audience. Designed to provide comfort and thermal protection, these shoes are ideal for medium-duty and durable activities, such as light winter trekking, snow walking, or urban exploration in cold conditions.

2. Winter Expert Footwear

Extended category name: Advanced All-Purpose Winter Shoes

Description: Technical shoes for experienced hikers and mountaineers, designed for more demanding and long-duration winter activities. They offer a high level of insulation and protection, with durable materials and excellent performance in mixed terrain and even extreme weather conditions.

3. AirBag Backpacks

Extended category name: Avalanche AirBag Backpacks for Winter Adventures

Description: Technical backpacks equipped with AirBag anti-avalanche system, intended for off-piste skiers seeking safety and functionality in one product. Safety tools that serve as a link between the ski and winter outdoor worlds.

4. Multifunctional Backpacks

Extended category name: Multi-purpose Backpacks for Intense Activities

Description: Multi-purpose backpacks between 28 and 40 liters, designed to tackle a variety of winter activities. These backpacks offer versatility with numerous accessories, with features ideal for winter hiking, long-duration trekking and strenuous outdoor activities.

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

New 2025

Prowinter Award Retail Special Prize: Women's skis

This is a new category within the Award, which aims to emphasize a different product category each year, so that the Award can be opened up to different products thus representing additional market segments. The Prowinter Award Special Prize in 2025 will be dedicated to **women's skis**, that is, alpine skis designed and manufactured exclusively for a female audience.

The jury reserves the right to contact the different companies to evaluate the correspondence of the products nominated in the different categories to the parameters defined for those categories.

Confidentiality clause: please note that the submitted material will be treated confidentially and will be shared with the jury exclusively for the purpose of evaluation in the context of the Award.

Criteria and evaluation process

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

- **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;
- **Design & Storytelling:** the appearances of the product which we know to be a strong purchase motivation and the communication of the product, which bases on the product's storytelling;

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 3 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) sent together with all the material indicated on the form and listed in the next points;
- **Photos** of the product (max 5);
- any **sketches** of the graphic design (non-mandatory but highly recommended);
- 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);
- Text: what is the **innovation** in this product? (between 1000 and 2000 characters);
- Text: What is the **Unique Selling Proposition** of the product-that is, what is the unique feature of the product that differentiates it from other products in the market and on which the sales campaign will be based? (max. 1000 characters)
- Text: What inspired the design of the product candidate? (max. 1000 characters)
- The finalists in each category will have to provide a **product sample** for the second round of evaluation, in person, on Sunday 12 January;

Finally, some candidate products and the finalist products will be **exhibited at the fair on 13-15 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 third edition of the Prowinter Award Retail will observe the following procedure in order to define the 'nominations' from the shortlist and subsequently identify the award-winning products:

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| 24 June | Video call with “ski” jury, moderated by Prowinter, to share updated evaluation criteria and modalities (previously sent to each member for appropriate study). Discussion and collection of possible amendments/modifications; |
| Before end of August | After the first meeting, the document will be shared with the entire jury and the criteria will be definitively fixed. |
| August/September | Updating website, paperforms and product data collection forms |
| 7 october – 11 november | Open applications |
| 15th november | Video call with the two juries, moderated by Prowinter, to share applications. |
| 2nd december | closing "Round 1" evaluation. Composition of classes, 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); |
| Beginning of december | Online Press conference– announcement of the finalists. |
| 12 January before 12:00 | Provision to the Prowinter Award staff of a complete sample of each of the selected products with the relevant technical data sheet in pdf format, for Prowinter Award display in the exhibition halls (on a voluntary basis); logistic details will follow; |
| 13 January | Announcement of the winners of the 3rd Prowinter Award Retail in the “ski” and “outdoor” categories, during the opening ceremony of the fair; official opening of the product exhibition finalists, winners). Mention of winners per specific category. |