

Point 65 Tequila! finalist at ISPO Brand New Awards!

Point 65 Sweden's innovative, modular, take a part sit on top kayak, the Tequila! has been selected as a finalist in the ISPO Brand New Award!!! Among 305 nominated for the ISPO Brand New Award, the Point 65 Tequila! was one of seven selected finalists in the hardware category.

The Tequila! is already a commercial success and will be available throughout the world at paddle sports specialist as well as out door retailers such as REI (USA), Decathlon (Europe) and Anaconda (Australia).

The Tequila! was designed by Magnus De Brito and will be displayed in the ISPO Brand New Village at ISPO 2010, February 7-10 in Munich.



The screenshot shows a web browser window displaying the ISPO Brand New Award website. The URL is http://www.ispo-brandnew.com/en/Winner_Finalist.Finalists.Finalist_Detail.aspx?catid=15. The page features the ISPO Brand New Award logo, presented by ThermoCool. The navigation menu includes HOME, WINNER & FINALIST, FACTS, APPLICATION, HALL OF FAME, PRESS, and CONTACT. A red banner highlights WINNER, FINALISTS, FEEDBACK, MEDIA, and NEWS. The main content area is titled "FINALIST HARDWARE POINT65 SWEDEN AB" and features an image of the red Tequila! kayak. The text describes the patented snap-tap solution of the kayak, which can be separated into manageable parts for transport in a car trunk. To the right, there are sections for "STYLE" and "URBAN STYLE" with lists of participating companies and their respective country flags.

What is Point 65 Sweden?

Point 65 Sweden, founded in 1996, is the leading kayak brand in Northern Europe and one of the fastest growing kayak companies in the world. Nigel Foster, the world renowned paddling personality, heads Point 65's R & D -department.

Point 65 offers 15 different models, from affordable recreational to state of the art composite touring kayaks.

What is ISPO Brand New?

ISPO is the worldwide biggest trade fair of the sporting goods industry with 60,000 trade visitors and almost 2,000 exhibitors.

For 10 years ispo BrandNew is regarded as the barometer of future trends and will be presented at the ispo winter 10 for the 19th time. The competition aims to give young entrepreneurs with their sports products a stage where they can introduce themselves to the market. For that purpose the best products receive a booth at ispo and are promoted in numerous means of communication. Get inspired by the best innovations of the worlds biggest start-up competitions in the sporting goods industry.

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