



Invitation to ISPO Munich
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Munich: X-BIONIC, the Swiss think tank for patented, functional clothing, is starting a new technological era with its super sportswear premiering at the ISPO. The performance of their entire range will be improved thanks to four innovations: The ultra high-resolution Retina® manufacturing process and ThermoSyphon® technology give X-BIONIC Decision Layers maximum cooling performance and functional density while X-SOCKS® will benefit from HeliXCoil and Suppronation® technology ensuring greater endurance, stability and injury protection. And: X-BIONIC announces a partnership with sports giant PUMA for 2019.

*Secure your X-BIONIC® appointment at **Booth B3.502** by registering for accreditation by e-mail to marketing@x-bionic.com.*

X-BIONIC® makes winners: 1048 Podiums in Alpine Skiing

X-BIONIC has been breaking records for 20 years. Alpine skiers wearing X-BIONIC® and X-SOCKS® have stood on podiums over 1000 times at international competitions. The brand has over 800 patent registrations and has won more than 600 coveted awards and test victories. In 2019 the innovative Swiss and their cult brand will once again take the lead with disruptive new ideas.

Retina® – ultra-high resolution manufacturing for maximum precision

How can functional decision layers be made even more powerful? X-BIONIC has found a way. In the brand's "Future Factory", super sportswear is created on high-tech machines in revolutionary RETINA® ultra-high definition, as precise as the human eye. Thanks to this process, functional zones are positioned more precisely, and functions are transferred better and more effectively. Like filigree nerve tracts, the yarn is processed into ultra-fine structures that vary in density depending on the desired effect.

ThermoSyphon® - the new cooling turbo of the 3D BIONIC Sphere® System

If you want top performance, you need cooling. X-BIONIC® created the patented solution years ago with the 3D Bionic Sphere® system. ThermoSyphon® technology makes the heart of adaptive temperature management even more powerful. Unique



3D structures in ultra-high resolution Retina® are used as surface expanders. They are dimensionally stable and intensify the air exchange in decision layers through thermodynamic effects. The 3D Bionic Sphere® system with ThermoSyphon® technology cools when you sweat and warms when you're cold. The climate effect adaptively compensates for temperature fluctuations typical experienced during winter sports.

HeliXCoil – Innovative stability and endurance with X-SOCKS®

When the ancient Romans marched across the Alps, they wrapped their calves in leather straps to stabilise them. Their endurance was their success. X-SOCKS® transfers this smart solution to the present. HeliXCoil is the name of the technology integrated into the sock shaft. It encloses the calf in a spiral shape, increases muscle stability and counteracts fatigue. Ambitious winter sports enthusiasts use HeliXCoil to relieve their heavily stressed calves effectively.

Suppronation® - X-SOCKS Technology for healthy foot posture

Many people suffer from a foot malposition. The feet rotate inwards or outwards. With the Suppronation® footbed and the Suppronation® bandage, X-SOCKS presents two technologies to support athletes. The Suppronation® bandage acts on the "powerhouse" of the foot: it supports the ankle with its three-dimensional shape. The Suppronation® footbed subtly motivates the athlete to improve posture. Impulse points signal an incorrect posture via the sensitive sole of the foot and trigger a reflex-like posture correction.

X-BIONIC® Shines with Winning Products

Already early in the season, X-BIONIC® has been collecting award for their super sportswear including 5 ISPO 2019 awards including one Gold for the SphereWind Run Jacket. Additionally, the brand has already collected 7 Plus X awards.

New partnership, new era: PUMA and X-BIONIC

The global sports giant PUMA and "innovation world champion" X-BIONIC are announcing an innovative partnership for 2019. The combination of high technology, design and fashion competence opens up fascinating possibilities. More information will follow.



Dare to Compare – Winning Sales Strategy

During the ISPO 2019, the Swiss innovators of X-BIONIC® will present their latest sales tool: "Dare to compare". The interactive campaign motivates salespeople and end-consumers alike to compare technologies directly. Fascinating virtual reality experiences will support the sales tool at the POS.

About X-BIONIC®

X-Technology, the ideas factory for highly functional clothing, has been combining Swiss precision and traditional Italian craftsmanship since 1998, creating products for the X-BIONIC®, X-SOCKS®, and Apani® brands. In just a few years, X-BIONIC® and X-SOCKS® revolutionised the world of functional clothing. As the brand name X-BIONIC® already shows, the X-Technology® developers use their knowledge of bionics inspired by nature to develop functional clothing that improves the physical performance and well-being of athletes. Innovative technologies are used to realise this ambition. The more than 820 international patent registrations strive to release, for example, the body's own energy reserves through thermoregulation. More than 560 international prizes and tests won for innovation, product quality, functionality, and material quality substantiate this approach.

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