

ORTLIEB receives the OutDoor INDUSTRY AWARD 2009

Award for the backpack pannier Vario at German OutDoor Show

The international trade fair OutDoor, Friedrichshafen, Germany, awards the new backpack pannier Vario made by ORTLIEB Sportartikel GmbH, Heilsbronn, Germany with the OutDoor INDUSTRY AWARD 2009 !

The award is organized by the Messe Friedrichshafen and iF-Design, Hannover, Germany. With the start of the OutDoor show (July 16 to 19, 2009) the products registered are evaluated with respect to the following criteria: level of innovation, design quality, manufacturing, choice of material, environmental friendliness, lasting quality, functionality, usability, safety, trend setter, branding.

This year the jurors included the trade and design specialist Frank Wacker (magazine outdoor, Germany), Mark Held (European Outdoor Group, Switzerland), Gregor Baer (product designer, Indigo/Bogner, Germany), Olaf Wittayer ("Die Outdoorprofis", Germany), (Marietta Uhden (sport climber, Germany), Nils Bloch-Hoell (Den Norsk Tourenforening, Norway).

The first day of the show will reveal whether the bag received even a gold or silver award.



**INDUSTRY
AWARD 09**



Vario with carrying system
in use or stowed away



Vario with helmet flap
in use or stowed away



Vario is a backpack with roll closure which can be comfortably fixed to a bike rack thanks to the proven ORTLIEB QuickLock2 fixing system.

The removable, padded carrying system can be stowed away in the front pocket.

Further features: helm flap, 2 outer neoprene pockets (not waterproof!), inner pocket, carrying handle, reflectors.

Vario has a volume of 1220 cu. In. (20 L) and a weight of 42 oz (1200 gram).

It is available in the colours black, red-black or lime-black and will be on stock in outdoor and bike shops from 2010 on.

Since 1994, the OutDoor in Friedrichshafen has advanced to the position of the world's leading trade fair and the most important meeting point for the outdoor branch. The OutDoor in Friedrichshafen is the major focus of the year for industry, the specialist trade and the media.

The outdoor community - comprising around 780 exhibitors from 40 countries - offers a unique exhibition of products, trends and innovations.

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