

13th of July 2013, Friedrichshafen



Favorite French OutDoor Product: And the WINNERS are...

On the occasion of the 2013 Outdoor Show, both professionals and consumers were invited to elect the Favorite French OutDoor Product. More than 1,000 votes were collected to elect 3 products among the 15 in competition.

All 12 brands from the French Village (Aquatech, Aventure Verticale, BV Sport, Freestone, MX3, NST, Raidlight, Sidas, Simond, TSL Outdoor, Voyager, JRC Reflex) were joined in this contest by 4 major outdoor brands: Beal, Eider, Millet and Petzl.

And the winners are...

3 products have been chosen for their features, attractiveness and popularity beside both professionals and consumers who vote in this contest.

- The Consumer's Favorite French OutDoor Product 2013 has been attributed to:

TSL OUTDOOR - No need to own several different volume packs, the DRAGONFLY can switch from 15 L to 30 L to suit your specific need. Thanks to a variety of ingenious features, going on a picnic is a sheer delight: the rear opening facilitates access to the bottom of the pack; 2 side compartments with several storage pockets and an insulated bottle holder convert into a comfortable seat.

Without a doubt the best possible companion for hikers who enjoy life's little pleasures.

- The Professional's Favorite French OutDoor Product 2013) has been attributed to:

RAIDLIGHT - The new ULTRA OLMO 12 is specifically designed for long trail runs. It uses the front-bottle concept, developed by Raidlight, for easy refueling without weakening your stability.

Extremely functional, the ULTRA OLMO 12 offers many storage solutions thanks to numerous pockets, and allows you to keep your mobile phone, gels and other necessities within close reach. The ULTRA OLMO 12 will rapidly become an essential piece of gear for your long outings.



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- The Favorite French OutDoor Product 2013 has been attributed to:

BEAL - GULLY 7.3: Weighing in at only 36 g per meter, the Gully 7.3 is the lightest double rope on the market. The extremely low impact force (7.2 kN when used as a double rope) makes it the ideal rope for ice climbing, mountaineering and ascending the most demanding vertical terrain. Combining Unicore and Golden Dry Beal's technologies, BEAL GULLY is a smooth-handling rope for expert climbers.

Each of these 3 awarded brands will benefit from a wide media cover in both France and abroad; Montagne TV – main partner of the contest – also will reward them with an advertising campaign on its channel.

A special action

Whereas the new products are generally assessed by experts and rewarded for their technical skills, the Favorite French OutDoor Product's goal was to promote the French brands and to elect outdoor product in the natural liking basis beside both professionals and consumers.

The Cluster Montagne and Montagne TV chose to favour the attractiveness and popularity of the competing products.



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