



On AG

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## Triple Win for On

*On wins ISPO Product of the Year Award for 2017/18, Gold for best Performance Shoe and recognition for the new On Performance Running Gear.*

MUNICH, Germany – The Swiss Sports Company On wins the prestigious Product of the Year Award at ISPO, the international sporting goods trade-fair, for the Cloudflash – a shoe that has not even been launched to the public yet. The awards mirror On’s passionate quest for a new running sensation.

“What’s unique about the Cloudflash is that the traditional On outsole, with its individual Cloud elements, is fixed directly to the thin and flexible Speedboard made of responsive Pebax material,” says On co-founder and former Duathlon World Champion Olivier Bernhard. “This means there’s no midsole, so even more explosive push-offs than ever before, and what we call internally a running revolution.”



The international ISPO jury agrees, and saw On claim the overall win in the Performance Category with their new racing flat from Switzerland.



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In addition, the Cloudflow – the latest addition of On’s running shoe range – wins the ISPO Gold Award for the 2017/18 best Performance Running Shoe. With its reinforcement in the forefoot, the Cloudflow is all about a responsive ride. The Speedboard of the Cloudflow encourages the natural rolling process of the foot to find flow motion and rhythm on the run.



In January 2017, the Cloudflow has already been on top of the podium by five-time ITU World Champion Javier Gómez Noya, winning the Ironman 70.3 in Dubai. Only days later, the shoe itself was crowned by the ISPO as the gold category winner.



Last but definitely not least, On’s Hybrid Running Shorts - from the Swiss brand’s very first Performance Running Gear collection - has been recognized and awarded as well. The apparel collection only hit the market eight months ago and, in December, already claimed an award for their overall design in Switzerland.

After receiving countless applications, the international ISPO jury selected the Cloudflash for their top prize, as well as the Cloudflow and On Hybrid Running Shorts as winners in their respective categories. All products were developed in Switzerland by a team led by Ex-Duathlon World-Champion and six-time Ironman winner Olivier Bernhard.



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## About On

On is a young Swiss sports company based in Zurich, Portland (Oregon) and Yokohama (Japan). It has one simple mission: make running fun. A team of sports scientists, world-class athletes and designers spearheads this mantra.

On running shoes are winning design and technology distinctions all over the world – most recently the ISPO Product of the Year and Gold Award for the Best Performance Shoe 2017/18. World Champions and elite athletes win constantly in On.

On's ingenious CloudTec sole is patented worldwide. Seven years after market launch, On is available from round about 3'000 specialist running stores and over 50 countries in Europe, North America, South America and Asia-Pacific.