

## FIDLOCK WINS 2022 ISPO AWARD

### HERMETIC HYDRATION BLADDER PREVAILS IN FINAL ROUND

**Hannover/Munich, 18 October 2022 – The innovative FIDLOCK HERMETIC *hydration bladder* left the competition behind in the 3rd round of this year’s ISPO Awards, along with 15 other winners. The ISPO Award honors the sports industry’s best new products each quarter.**

Established in 2016, FIDLOCK has taken the bike and sporting accessories market by storm with their innovative closing mechanisms based on patented magnetic-mechanical technologies. One of the company’s latest developments is the HERMETIC *hydration bladder*. What makes it stand out from other hydration bladders? It does away with having to screw or clamp the opening shut. Instead, it relies on tried-and-tested magnetic technology to keep the bladder securely closed and make handling it as simple as can be. Even under mechanical pressure from an impact or fall, it remains completely leak-proof thanks to the triple magnetic strip along the opening. The one-handed snap closure on the flap increases protection and prevents accidental opening. Cleverly designed: the extra-large opening ensures easy filling and cleaning. Naturally, the bladder comes with a detachable hose included.



The Fidlock team is proud of winning the ISPO Award: “We are delighted that our innovation has struck a nerve in the industry and we’re glad for the added attention that the award brings,” says Fidlock founder Joachim Fiedler.



#### ABOUT THE ISPO AWARD

The newly created ISPO Award honors the sports industry’s highlight products and services for each quarter of the year. Designed and run by the leading international sports platform ISPO, the award has come to be recognized as a seal of excellence within the sporting goods industry. An international expert jury of independent editors and a select group of consumers evaluate several hundred submissions based on a strict set of criteria. The award is designed to both guide consumers in their purchasing decisions and



provide retailers and journalists with information about new products. The award winners for the current year are displayed on the ispo.com website. In addition, the winners are showcased at the ISPO Munich or at the OutDoor by ISPO as part of the ISPO Award Exhibition.

#### **ABOUT FIDLOCK**

Entering the market in 2016, FIDLOCK immediately sparked a small revolution: freeing the bike water bottle from its cage. Since then, the Hannover-based company has taken the market by storm with its magnetic-mechanical holders. Their mission is to transform the tiny, mundane moments of opening and closing into intuitive, yet surprising experiences. From helmets and shoes to bags and backpacks—the realm of applications of this innovative patented closing mechanism based on magnetic-mechanical technology is well-nigh limitless. It all started in 2007, when musician Joachim Fiedler devised a magnetic fastening for cello bows. By now, Fiedler's company holds 300 patents from 65 patent families and has a network of 60 sales partners in some 40 countries around the globe. What is more: the European Patent Office has nominated Joachim Fiedler and his magnetic-mechanical fastening solutions for the 2022 European Inventor Award.

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