

New perspectives on sports.

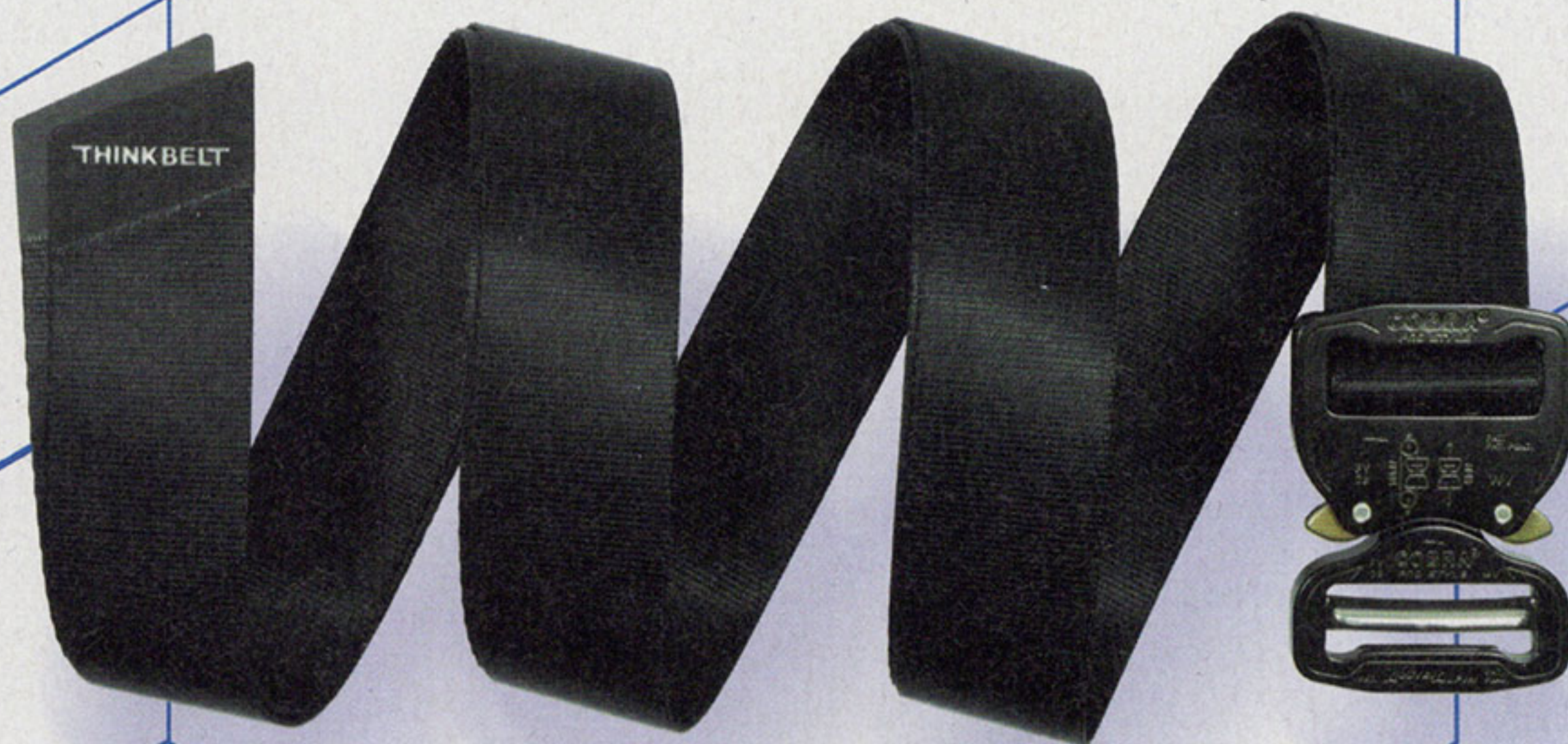


Winner
2022

The ISPO Award Magazine 2/22

ISPO
Award





A belt for all cases

A multifunctional belt with countless applications: The Thinkbelt is the Swiss Army knife among belts so to speak.

most functional belt
THINKBELT™

There's the belt lying in front of us at the jury meeting. A look around, question marks. Then the first jurors start to deal with the belt. Clipping open the buckle, toying with the belt, attaching things, hanging skis on it and the idea grows in our heads. Little by little, the awesomeness behind the simple, really cool idea dawns on us. You have to come up with it first, that becomes clear to us during testing. There are many more used cases such as a belt seat, cord tripod, climbing aid, tension belt, yoga belt or a carrying strap. With and on this belt so much can be attached and carried around as a handle that it becomes simply uncountable, for what the belt can be used. This means that the Thinkbelt is in the middle of current topics: buying products that are as high quality and multifunctional as possible, a long life span. This is indeed sustainable. The brand also uses 100% recycled polyester from PET bottles, spin-dyed yarn and ecological packaging. Further, all producers, processors and suppliers are from Central Europe and for every belt or strap sold, 1 euro donation goes to a sustainable tree planting project.

The THINKBELT principle is based on a non-sewn, double layered webbing on the full length of the belt. The webbing is looped through a buckle that can be adjusted on both sides and is kept free of connection exclusively by this. The patent pending new belt principle enables countless applications, an interchangeable belt system and ensures a soft comfortable fit. The webbings come with a new kind of belt end which makes it easy to handle. The "Most functional belt" as the brand itself describes its belt is an asset to any outdoor or travel trip. Rolled up, it does not need much space. A great solution for many small and bigger "problems".

Advantage overview:

- Multiple usability
- Interchangeable webbings
- Separately washable webbing
- Stable and long-lasting
- Sustainable product

Product specifications:

Webbing made of spun-dyed polyester yarn from 100 % recycled PET bottles
7 Colors in 7 Sizes (XS-3XL)
Market Launch Summer 2023
RRP: 49,95 € (belt),
24,95 € (interchangeable belt)

→ thinkbelt.de

