

Guidelines for applying Companies – Prowinter Award 2026

Why these guidelines

The jury of the Prowinter Award evaluates every product with the utmost attention, but the quality of the evaluation depends directly on the quality of the materials provided. Every piece of content – technical, visual or narrative – is essential to best represent the value of the product and to guarantee it equal dignity and the chance to stand out.

These guidelines help those in the company who are responsible for the application to:

- avoid underestimations or unintentional penalizations;
- provide the jury with a complete, clear and inspiring basis for evaluation;
- turn the application process into an opportunity for qualified communication.

What makes an application effective

1. Detailed and consistent technical content

- Use the official technical sheet, filled out in all its fields, as a base, and integrate relevant information specific to your product.
- Describe materials, technologies, structure, functionality, compatibility.

2. Clear, precise, user-oriented texts

- Avoid vague or self-congratulatory sentences.
- Explain what need the product addresses, which user you have in mind and what distinguishes it from what already exists.

3. Storytelling and USP (Unique Selling Proposition)

- Tell why the product was created, what inspiration guides it, what characteristic makes it unique.
- Use the USP and the inspirational text to highlight the identity and positioning of the product.

4. Professional-quality images

- Upload at least 3–5 high-resolution photos, on a neutral background and/or in action.
- The images must show shape, construction, details and context of use.
- If possible, add a short demo video (max 1 minute).

5. Concreteness in environmental responsibility themes

- Enter concrete data and verifiable practices in the dedicated sheet.
- Certified materials, production processes, packaging, durability.
- Avoid generic statements not supported by facts.

6. Deliver your product for in-person evaluation

Starting in 2026, all nominated products, and not only the finalist products, will be evaluated in person by the jury. For this reason, delivering a sample of each nominated product is an essential requirement to participate in the Award – failure to do so will result in exclusion from the Award. The

sample can be delivered by hand or shipped to the Fair by the beginning of January – precise details will be provided during the application process.

Technical-specialists support

To ensure consistency and quality in the evaluation of competing products:

- **Environmental responsibility:** the jury will be assisted by ESG consultant *Mario Pinoli* (Greenwich Srl), an expert in product sustainability. He is tasked with defining the guidelines for filling out the technical sheet and supporting the evaluation of applications that contain environmental content.
- **Special Cross-Country Skiing Award:** the evaluation will be supported by *Petra Trocker Volgger*, former Italian national team athlete in cross-country skiing and biathlon, today active as a rental operator and specialized dealer in cross-country skiing, responsible for the shop *Shoelzhorn Val Ridanna – Rent and Go*. Her contribution integrates technical experience, commercial sensitivity and direct knowledge of the public.

Minimum requirements and format of materials

- **Application form:** completed in all its parts, including the module for the environmental responsibility criterion, which is presented via a separate link so it can be filled out by the person in the company responsible for the subject.
- **Technical sheet:** mandatory and complete in all its parts.
- **Images:** JPEG or PNG format, minimum resolution 2000px on the long side.
- **Video (optional):** MP4 format, max 100MB, recommended duration ≤ 1 minute.
- **Documents:** PDF format, clearly named (e.g., ProductName_TechnicalSheet.pdf).
- **Product sample** for evaluation by January 9, 2026.

⚠ Incomplete applications or those missing the required materials may be excluded or penalized.

Operational suggestions

- Entrust the application to someone who knows the product well (e.g., product manager, R&D, technical sales, ESG manager).
- Prepare everything in advance to avoid mistakes or oversights.
- Always re-read with an external perspective: is everything clear even for those who don't know your brand?
- Consider the application as a qualified showcase, both for the fair and for future communication.

An opportunity to be valued

A well-constructed application increases the chances of success, improves the perception of the product by the market and enhances the company's work.

Preparing it meticulously means respecting the work of the jury, but above all **giving value to your own investment.**

Prowinter Award 2026

Application form

The Prowinter Award reaches its fourth edition: an award dedicated to ski and boot manufacturers in order select the **most "sellable products" for the 2026/27 season.**

Fill in the required information in the following steps to submit your products for the Award!

The material for the new criteria "environmental responsibility" should be submitted in a separated form that you will find at the following link [Prowinter Award ENG 2026 - Environmental Responsibility](#) (we recommend the person in charge for sustainability to fill in the form).

The complete application material must be submitted by **Monday, 1 December 2025.**



Contact Information

Company name*

Contact person*

Telephone number*

E-mail adress*



Product description

Name of the product*

Submission for the category*

Sci - top ☐

Sci - allmountain ☐

Sci - alpinismo ☐

Scarpone - Top ☐

Scarpone - Mid performance ☐

Scarpone - Alpinismo ☐

Special Prize - Sci da fondo ☐

Escursionismo - Winter Active ☐

Escursionismo - Winter Expert ☐

Giacca guscio tecnico ☐

Pantaloni tecnici da alpinismo ☐



Status of the product*

Nuovo ☐

Restyling ☐

Carryover ☐

Please insert the complete product data sheet here*

This technical data sheet will be used at the fair to accompany the product in the Prowinter Award area.

[Choose a file](#)

Please Insert product photo here (max. 5 photos)*

[Choose a file](#)

Please indicate the price range of the nominated product *

☐ Up to €100 ☐ €100 – €200 ☐ €200 – €400 ☒ €400 – €600 ☐ €600 – €800 ☐ €800 – €1000 ☐ Over €1000



Innovation & Storytelling

What is the innovation of this product in comparison with former products and other products on the market?*

max. 1500 characters, including spaces

What is the Unique Selling Proposition of the product-that is, what is the unique feature of the product that differentiates it from other products in the market and on which the sales campaign will be based?*

max. 1000 characters, including spaces

What inspired the design of the product candidate?*

max. 1000 characters, including spaces

Upload any sketches or design material here

Optional but strongly recommended (the material will be treated confidentially and used solely for the purpose of determining the winner)

[Choose a file](#)



Information notice pursuant to article 13 of the GDPR

2016/679. The data provided will be used for participation in the survey and will be subject to computerized processing, but the possibility of processing in paper form is not excluded. The data may be used for sending advertising and marketing material. The data controller is Fiera Bolzano SpA/Messe Bozen AG, which you can contact to exercise your rights, including the right to access your data or to consolidate, correct or delete it. To read the complete information notice, please refer to: [privacy_policy_di_Fiera_Bolzano*](#)

Without your consent we cannot consider your application.

Ho letto e acconsento



Submit

In order to complete the application, click on the "SUBMIT" button above.
Only when the confirmation will appear, your submission will be complete
Thanks for participating!

Application submitted!

Thank you for submitting your product for the Prowinter Award 2026. You will shortly receive a confirmation email with the details of your application.

We also remind you to complete the form regarding environmental responsibility, which accounts for 10% of the final score and can be found at the following link: <https://pwi-award-2026-esg-en.paperform.co/>

SUBMIT ANOTHER

Prowinter Award 2026

Environmental Responsibility

Sustainability today represents a fundamental pillar for the development of businesses and products, going beyond mere environmental protection to also include social, ethical, and governance aspects. ESG (Environmental, Social, Governance) practices help to holistically assess the impact of companies and their products on the environment, people, and communities. In this context, the ability to combine technical performance with environmental respect becomes an essential added value, in line with current global challenges and consumer expectations.

Please complete the required information in the following steps to be evaluated under the "Environmental Responsibility" criterion – this criterion accounts for 10% of the total score.

The application materials must be submitted by **Monday, 1 December 2025**, together with the application form.

In order to ensure consistent and uniform completion of this questionnaire, we are sharing a glossary with definitions of the key terms used

[prowinter_award_2026_glossary_eng_1759242006.pdf](https://www.prowinteraward.com/2026/glossary-eng-1759242006.pdf)



Contact information

Company name*

Contact person for ESG*

Phone number*

Email address*

Nominated product

The documentation related to the product is required in the main application form.

Name of the product*

Application for the category*

Ski – Top



Ski – All-Mountain



Ski – Mountaineering



Ski boot – Top



Ski boot – Mid performance



Ski boot – Mountaineering



Special Prize – Cross-country skiing



Hiking – Winter Active



Hiking – Winter Expert



Technical shell jacket



Technical mountaineering pants



Focus ESG Product

To support you in completing the form, we have created an ESG glossary with the terms included in this document. The glossary can be consulted at the following link: prowinter-award-2026-glossary-eng-1759242006.pdf

Does the nominated product contain recycled, recyclable, or compostable materials?*

Recycled – materials that have already been used previously and reintroduced into the production cycle (e.g., fabrics made from recycled plastic, regenerated rubber).

Recyclable – materials designed to be collected and reprocessed at the end of life (e.g., mono-material components that can be easily disassembled).

Compostable – materials that at the end of life can biodegrade, transforming into organic matter without releasing harmful substances (e.g., biopolymers, treated natural fabrics).

Riciclati ☐

Riciclabili ☐

Compostabili ☐

Nessuno dei precedenti ☐

Upload here the documents supporting the previous answer*

[Choose a file](#)

Additional notes



Does the product design allow for easy disassembly for the purpose of material recovery or recycling? *

YES

NO

Additional notes

Was the nominated product designed to be repairable, refurbishable, or does it have replaceable components? *

Repairable – e.g., seams, fabrics, structural components



Resoleable or refurbishable – e.g., shoe soles, ski boot liners, wear-prone parts



Replaceable components – e.g., insoles, hooks, laces, bindings, straps, wheels, buckles



NO



Upload here the documents that confirm and provide information on this matter*

[Choose a file](#)

Additional notes

Has the company calculated the carbon footprint and/or conducted a life cycle assessment (LCA) of the nominated product?*

Product Carbon Footprint

☐

Product Life Cycle Assessment (LCA)

☐

None of the above

☐

Upload here the documents that confirm and provide information on this matter*

[Choose a file](#)

Additional notes

Is the packaging used for the product recycled, recyclable, or compostable?*

Recycled

☐

Recyclable

☐

Compostable

☐

None of the above

☐

Upload here the documents that confirm and provide information on this matter*

[Choose a file](#)

Additional notes



Has the company implemented a product end-of-life recovery system or provided clear disposal instructions to consumers?*

Implemented a product end-of-life recovery system ☐

Provided consumers with clear disposal instructions ☐

None of the above ☐

Upload here the documents that confirm and provide information on this matter*

[Choose a file](#)

Additional notes

Are there any communication tools (labels, QR codes, digital product passports) that inform the consumer about the product's composition and its environmental impact (e.g., energy consumption, amount of waste generated during the production process, etc.)?

Labels ☐

QR Code ☐

Digital passport ☐

None of the above ☐

Upload here the documents that confirm and provide information on this matter*

[Choose a file](#)

Additional notes

Are the company's main suppliers subject to an environmental and/or social sustainability assessment? *

YES

NO

Additional notes

Does the product contain raw materials certified according to recognized environmental standards? Please specify the type of material and the related certification.*

YES

NO

Additional notes

What is the expected durability of the product under standard use? Please provide an estimate declared by the company, based on experience, internal tests, or real-use data.**

Durability should preferably be expressed in seasons or years of use. If the company has internal assessments based on other metrics – e.g., kilometers for footwear, usage cycles, hours of activity – these should be correlated to an expected time estimate.

- ☐ Up to 1 season / 1 year
- ☐ 2–3 seasons / years
- ☐ 4–5 seasons / years
- ☐ More than 5 seasons / years
- ☐ Other (please specify in the notes)

Additional notes

Were adhesives, glues, or resins containing VOCs (Volatile Organic Compounds) used in the product assembly process? *

Yes, containing VOCs

☐

No, VOC-free solutions used

☐

Not applicable (no adhesives/glues/resins are used in the product)

☐

Upload here the documents that confirm and provide additional information*

Specify in the notes information regarding the type of materials and related certifications

[Choose a file](#)

Additional notes



Focus ESG Corporate

This questionnaire aims to explore **how the companies applying for the award integrate ESG principles into their strategy and daily operations**, which tools and standards they adopt, and which concrete initiatives they have undertaken to generate a positive impact on the environment, people, and society. The information collected will highlight **best practices and the most innovative projects**, showcasing the commitment of organizations to corporate sustainability.

Has the company prepared any of the following documents:*

Formal Sustainability Document ☐

Sustainability Report ☐

Impact Report ☐

None of the above ☐

Upload the documents here*

[Choose a file](#)

Additional notes

Does the company calculate its GHG (Greenhouse Gas) emissions?

Please provide details and evidence.*

-  Scope 1: direct emissions from sources owned or controlled by the company
-  Scope 2: indirect emissions from purchased energy
-  Scope 3: other indirect emissions across the value chain (suppliers, transport, product use)

Yes, Scope 1 and Scope 2 only

☐

Yes, Scope 1, 2 and 3

☐

No

☐

Upload the documents here*

[Choose a file](#)

Additional notes

Indicate the share of renewable electricity consumed by the company over the course of a year.*

< 50%

☐

> 50%

☐

The company does not consume renewable electricity

☐

Additional notes

Is the company certified as a B Corp or a Benefit Corporation?
Please provide details and evidence.*

B Corp



Benefit Corporation



No



Upload the documents here*

[Choose a file](#)

Additional notes

Select the corporate certifications obtained. Please provide details and evidence*

Indicate in the "Other" box any plans for obtaining one or more certifications

Environmental Management System ISO 14001 ☐

Health and Safety Management System ISO 45001 ☐

Energy Management System ISO 50001 ☐

Social Responsibility Management System SA 8000 ☐

Gender Equality Management System UNI/PdR 125 ☐

Quality Management System ISO 9001 ☐

Other (please specify in the notes) ☐

None of the above ☐

Upload the documents here*

[Choose a file](#)

Additional notes

Has the company formally appointed an ESG / Sustainability Manager?*

Indicate here the person who, even if not officially appointed, is responsible for ESG topics

Yes

☐

No

☐

Other (please specify in the notes)

☐

Has the company structured and publicly communicated its Sustainability and/or Decarbonization Plan? Please provide details and evidence.*

Indicate in the "Other" box the plan regarding the achievement of one or more certifications

Sustainability / ESG Plan

☐

Decarbonization Plan

☐

The company has NOT structured either an ESG plan or a decarbonization plan

☐

Upload the *documents* here*

[Choose a file](#)

Additional notes

