

No. 7 / 1200 / Cologne, September 6th

spoga horse autumn, 6th to 8th September 2009

The best of the best

To kick off spoga horse autumn, Koelnmesse joined up with the trade magazine *Equitrends* to honour the winners of the "spoga horse Innovation Award 2009"

Thanks to the intelligent and creative ideas of manufacturers, in the coming months horses and riders will be able to look forward to many new products that are high-quality, practical and visually appealing. At the Award ceremony of the "spoga horse Innovation Award 2009", which is co-organized by Koelnmesse and the specialist sector magazine *Equitrends*, the best innovations from a field of 48 products submitted in four categories have received awards. All of the winning innovations of the categories "Horse", "Equestrian", "Stud" as well as "Safety for equestrian and horse" can be viewed at spoga horse autumn, the International Trade Fair for Equestrian Sports, in Hall 4 of Koelnmesse until 8th September 2009.

The top winner was the Italian company Franco Tucci in the category "Equestrian" with the "T-Grip Boot". Due to the technically advanced material the "T-Grip Boot" improves the adherence to the saddle by more than 70%. The first prize in the category "Horse" was received by the Pikeur Reitmoden Brinkmann GmbH for its "ESKADRON Climatex Trapez Pad". The Climatex Trapez Pad is used for horses with weakly formed trapezoid muscles. In such cases the breathable anti-slippery pad, used together with the right saddle, can create a flexible zone for maximisation of the muscle system. The winner in the "Stud" category was the company BUSSE Sportartikel GmbH for its horse thermometer "SAFEHORSE". Thanks to its new and functional design the thermometer makes it possible to take the exact temperature of the horse in just a few seconds, without having to submerge the whole thermometer in the horse. The best product in the category "Safety for equestrian and horse" was a security clip from the Danish manufacturer Little Creek Western Company. The clip provides a very safe way to secure a horse. If a horse spooks or pulls, the



spoga horse
International Trade Fair for
Equestrian Sports

Cologne 2009
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www.spogahorse.com

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clip allows for the horse to pull back and be relieved of the pressure, avoiding damage to equipment or injury to the horse.

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The 2009 winners of the "spoga horse Innovation Award" at a glance:

"Equestrian" category

Winning product: T-Grip Boot

Exhibitor: Franco Tucci (Italy)

"Horse" category

Winning product: Climatex Trapez Pad

Exhibitor: Pikeur Reitmoden Brinkmann GmbH (Eskadron) (Germany)

"Stud" category

Winning product: Horse thermometer "Safehorse"

Exhibitor: BUSSE Sportartikel GmbH (Germany)

"Safety for Equestrian and Horse" category

Winning product: The Clip

Exhibitor: Little Creek Western Company (Denmark)

Note for editorial offices:

You will find photos, the logo and hall layout plan in our image database on the Internet (<http://www.spogahorse.com>) in the press section.

Voucher copy kindly requested