



Jack Wolfskin Aerorise 40 Backpack Receives Red Dot Product Design Award

3D-printed Aerorise Carrying System Delivers Comfort, Ventilation, Lightness and Durability

IDSTEIN, Germany (June 20, 2023) – Jack Wolfskin, a leading provider of outdoor performance apparel, footwear and equipment based in Idstein, Germany, has been recognized with the international Red Dot Design Award for its new 3D Aerorise 40 backpack with the innovative 3D-printed Aerorise Carrying System available this summer. The award, determined by a jury of more than 50 international experts, was granted to Jack Wolfskin's team at the Red Dot Design Awards Gala held in Essen, Germany on June 19. Around 1,500 guests from industry and design attended the Red Dot Gala and the After Show Party. Among the guests were brands like Logitech, Ferrari, Bosch and Samsonite. The awards program is one of the most prized recognitions in the design industry worldwide.

The Red Dot jury stated: "The most defining feature of the 3D Aerorise 40 is the innovative carrying system that combines the most important requirements of a backpack: durability, lightness, comfort and ventilation. The waterproof main compartment has a closable top-lid pocket, while two side pockets offer additional storage space." The Jury also highlighted that the backpack is "particularly comfortable to wear".

The 3D Aerorise 40 pack features four individual 3D-printed body-mapping pads on the shoulders and in the lumbar area that adapt individually to the body and boast an open fabric structure that allows improved air movement, reducing back temperature. The technology, already in use by the sporting goods industry for high performance running shoes, is provided by polymer solutions provider Oechsler, an additive manufacturer in Germany, and Carbon, a pioneer in 3D printing. Made from lightweight recycled polyamide textiles, the backpack has a capacity of 40 litres.

"Winning the Red Dot Award is the highest recognition we could get for our newly invented Aerorise carrying system," said Magdalen Hamel, Category Manager Equipment for Jack Wolfskin. Through 3D printing, we're able to design for comfort and performance in a manner that never previously existed in backpacks. We're continuously developing our technology and are convinced that it will become more prevalent throughout Jack Wolfskin's equipment category."

The 3D Aerorise 40 pack and two more versions with the carry system are available for sale through Jack Wolfskin's [digital store](#).

AERORISE™

Our **AERORISE™** carry system with 3D-printed pads creates the perfect combination of support and breathability with minimum weight.



3D-printed carry system increases ventilation

Absorbs and returns energy efficiently

Innovative body mapping creates a more comfortable pack



red dot winner 2023



About Jack Wolfskin

Jack Wolfskin is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. Jack Wolfskin products are currently available in more than 490 Jack Wolfskin stores and at over 4,000 points of sale worldwide. Jack Wolfskin products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. Jack Wolfskin is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded with FWF Leader status seven times. Jack Wolfskin is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

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