

# TrekSta Newsletter – Vol. 3

## •TrekSta awarded 2010 KOREA DESIGN GRAND PRIZE

TrekSta is awarded the President prize in 2010 Korea Design Award hosted by Korean government, the Ministry of Knowledge Economy.

It has been awarded the corporate or business sector which earns exceptional business gains and makes huge contribution to industry development and improves the nation's competitiveness to establish design management strategy.

The corporate such as KIA Motors, Samsung electronics, LG and other outstanding companies in the past has been honored with this prize for its innovative and progressive design management.

Presidential citation



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## •PPL marketing : TrekSta aired nationwide

TrekSta started PPL (Product Placement) marketing in an effort of differentiation strategy from competitors for Asia market since the drama has run in some Asian countries including Japan.

TrekSta has been geared to make a long-time preparation to proceed more powerful and efficient PPL marketing in Seoul Broadcasting System's 50-episode TV drama "Smile, Mom", which is aired nationwide every Saturday from 8:45~10:00 PM. SBS is one of 3 major land-based television stations in Korea.



In the drama, The company name "TrekSta" screens in the ending scene first among drama sponsors and similar TrekSta logo and symbol is also frequently exposed in the office set of the cast.

## •Evolution published "2010 year of the gear" in Men's Journal Magazine, USA



**Happy Feet**  
The TrekSta Evolution's footbed is so extensively precontoured that it looks like the sole of your worn-in Birkenstock sandals.

Every year Men's Journal Magazine publishes "The Best Issue" where they award 25 products a Gear of the Year Award.

These products can be anything used in an active environment and range from bikes, cameras, gold clubs, etc. They describe their criteria as follows:

We're happy to announce that the TrekSta Evolution won their award for "Best Reinvention of the Shoe"!

**BEST REINVENTION OF THE SHOE**

First, TrekSta laser-mapped the feet of 20,000 people. Then it averaged those scans to create a universal foot form around which it built the **TrekSta Evolution**, a light hiker that makes the word "shoe" feel inadequate. No blisters, no hot spots, no poorly placed seams - it fits like a sock. To ensure that it performs off-road, the Evolution's sole wears fiberglass-infused rubber pads that grip ice and wet rock like gecko feet. [\$110; trekstausa.com]



**TrekSta**  
L I G H T

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## •Global Marketing Activities

### •TrekSta Iberia S.L.U.



TrekSta Iberia is trying their best to give the same image on TrekSta nestFIT technology in Iberia area with same marketing concept of Evolution GTX with 2010FW lines called Spruce BOA GTX.

Giving same continuous image on TrekSta products will help consumers to understand the TrekSta and nestFIT technology, which will bring up the brand image and create the future market in Europe.

Thanks to TrekSta Iberia teams for their numerous effort all the times.

### •TrekSta Hong Kong



TrekSta Hong Kong distributor, RC Company, did attend the Hong Kong Trailwalker event and finish 100km mountain trail wearing TrekSta nestFIT Evolution GTX.