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POC proudly announces two iF Material Awards



POC has been awarded the iF Material Award for the new Cornea Goggle and the VPD Body Protection System.

The Cornea Goggle is a patent pending, cylindrical lens goggle that follows POC's concept and innovation of attaching the lens on the outside of the frame. The result is a better field of view and makes changing lenses hassle free. The Cornea Goggle will be available from September 2009.

The VPD Body Protection System, that will be available for bicyclists already from next month, uses a new innovation (Visco Elastic Polymer Dough), with amazing protection properties as well as providing a new standard in comfort and movement, for body protection.

"It's very rewarding being recognized for the work that we invest in developing new and better protection, in line with POC's strong mission of possibly saving lives and reducing consequences of accidents." says: Stefan Ytterborn CEO and Founder of POC

The iF material award is a competition for innovative materials, products and processes. The competition, presented for the fifth time in 2009 is open to manufacturers, designers, developers, design engineers and architects. As in previous years, a renowned jury of international experts will decide over the entries that can be entered in the categories materials, product and processes, to award the best with the highly desired iF label.

For over fifty years iF Industrie Forum Design e.V. has had its roots at the Hannover exhibition center. Launched in 1953 as the *"Special Show for Well-designed Industrial Goods"*, this registered association as indicated by the German abbreviation "e.V." was expanded in 2001 to include a new operating arm: iF International Forum Design GmbH. This organization is now responsible for all iF business areas above all for staging the renowned iF award competitions.

As an independent institution iF exercises a decisive mediating role between design and industry, fulfilling this function for many years now in an objective and reputable manner. This special capacity allows iF to make a significant contribution to the success of design services in an economic context as well as enhancing public awareness of the importance of design.

POC is a Swedish company that develops and markets personal protective gear for gravity sports athletes.