

AUTOMOBILE  
AVIATION  
COMPETITIVE  
SPORTS  
FOOD  
INTERIEUR  
SHOES  
HARDWARE  
TEXTILES



We add value to your products.

**>> TECHNOLOGY SWISS**   
RESEARCH, DEVELOPMENT, DESIGN & COMMUNICATION

# X-Technology® THINK THANK.

X-Technology® Swiss offers the best in research and development services supported by an experienced team of experts, under the leadership of Prof. Dr. Bodo W. Lambertz.



# Our Competence.

R&D

Design

Communication

Brand-  
Development

More than  
300 Patents

Process  
Optimization

More than  
310 Awards

Strategy

Consulting

More than 30  
years experience

Marketing

Ideas

# An innovative brand can change a whole industry.



Prof. Bodo W. Lambertz

X-BIONIC®  
CEO and Designer in chief

Dear Professor Lambertz. How are you?

For the fifth year in a row, X-BIONIC® has been selected as the most innovative brand of the year by the Plus X Award, the world's biggest innovation prize for technology, sport and lifestyle. No other brand has ever achieved this.

On this basis, I really couldn't be better.

What was your dream career when you were a little boy? Did you always want to work in the clothing industry?

No, my real passion is actually aeroplanes and engines. You could say that my success in the clothing industry has been "accidental".

What do you mean by that?

After studying industrial engineering, I worked as a consultant for international groups. At a dinner with some business acquaintances, one of our dining companions was a young Italian man. He and his father managed a small sock knitting factory to the south of Lake Garda. My reputation as a "problem solver" had no doubt preceded me. He asked me to come up with some new designs and a communication campaign.

I told him that I didn't know the first thing about socks, but he wouldn't give up. I asked him to tell me what the problem was and his reply, with a strong Italian accent, was something like this: "Whenever I wanna sell my socks to Kaufhof [department store], two days later, a Turkish man iz there and he izza 20% cheaper." Well, it was a pretty big problem.

So this was how you first got involved in the clothing industry?

Not quite. The young man wouldn't give up. Of course, I realised that advertising wasn't the solution to his problem. "OK, if you go an agency, a reasonable campaign will cost you two million Deutschmarks", I explained to him. This made him gulp.

"But, I have a suggestion for you. I can help you to save one million and achieve the same result", I continued. "You give me a million, we don't do anything, and you save the other million".

It wasn't easy to make him realise that advertising wasn't the way to tackle this kind of problem. But just try telling someone whose family has been making socks for three generations that we need to reinvent the sock!

So that was the end of this conversation at the table?

Not at all. At the next dinner, Marco Redini, the persevering young Italian man, was there again and was very insistent that I needed to visit him at his factory in Italy. However, the Redini family's business was so tiny – just a few knitting machines and a handful of employees – that no sooner had I arrived than I wanted to turn on my heels and leave again.

It's a good thing you didn't do that. This small Italian factory is now an innovative, international multi-million euro company. How did that come about?

First of all, Papa Redini asked me the question, "What exactly do you want to reinvent about the sock?" I wasn't prepared for this. "I have no idea, Signore Redini. I need to invent it first", I replied.

No doubt out of politeness, the energetic torrent of Italian that flowed from his lips was never translated for me, but I now suspect it must have been something like this: "What were you thinking, inviting these idiots from Germany who know nothing about socks?", he said to his son. "...and what's more, we're paying!"

When I went on to mention selling socks to Redini's customers for 5-7 Deutschmarks, Papa Redini completely lost it. "I'm trying to sell socks to Kaufhof for one Mark and one Pfennig, and they wanna to pay just 99 Pfennigs, and you're saying five-a-to seven-a-marks?!", he raged, storming out of the room.

So how did X-SOCKS® come about after this?

His son, the young Marco Redini, understood a bit more what I was trying to do. He asked me to design a concept for a new sock. In the end, the fact that I wasn't a textiles specialist was definitely an advantage, because there was hardly any differentiation at all in the sock market. I set about analysing the market, researched various materials and worked with knitting machine manufacturers to enable the creation of new technical solutions.

One year later, the result was the first X-SOCKS®. A sock, with a patent application, featuring X-Cross® Bandage, AirConditioning Channel® and many technologies tailored to specific sports. The market was dominated by the white tennis sock. This was when I invented the functional sock.

We now have around 150 models for sport and business and I hold some 200 international patents for the textile area.

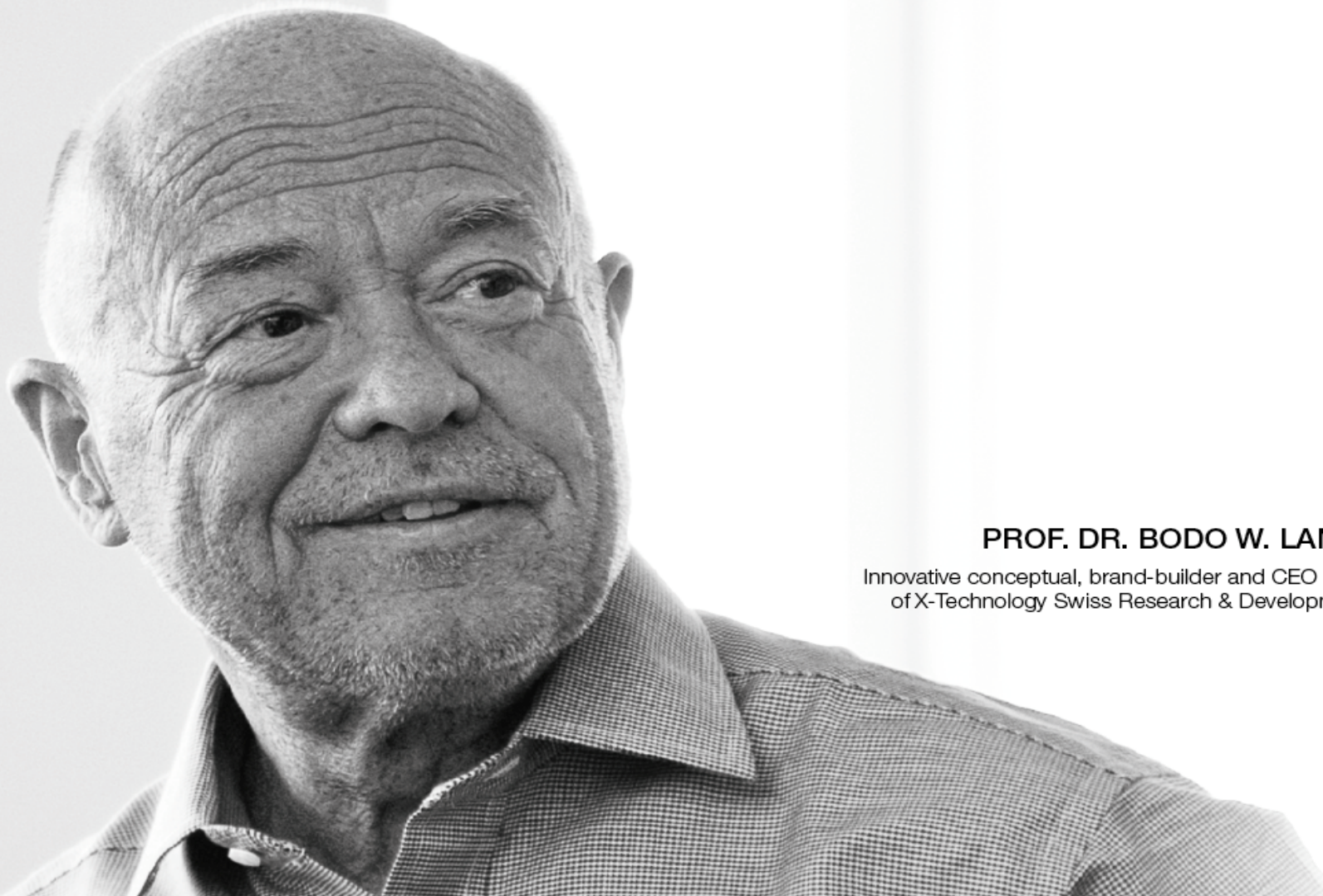
So X-SOCKS® was first on the market. What then led to the X-BIONIC® high-tech functional clothing?

At some point, I found myself sitting in my house by Lake Garda, feeling slightly bored and, over a good bottle of red wine, pondering the question of why the entire sports clothing industry is so focused on transporting perspiration away from the skin. After all, it took evolution millions of years to develop sweating, resulting in the complex human temperature regulation system.

This system enabled us to achieve top performance in all climatic conditions, and in doing so ensured our survival. For example, it meant we could go hunting in all climate zones, whatever the ambient temperature. The body relies on sweating to maintain its optimal operating temperature of 37°C. And the balance is very sensitive, an increase of just one degree means a fever.

I thought to myself how absurd it was to transport sweat away. Try this for yourself. Dampen your finger and stroke it over your forehead. [Editor's note: The professor licks his finger and urges us to follow his example]. The process of evaporation creates an immediate cooling sensation. Now, wipe the moisture off your forehead again. The cooling effect immediately stops. It's obvious, isn't it?

“Without an idea, everything is nothing.”



**PROF. DR. BODO W. LAMBERTZ**

Innovative conceptual, brand-builder and CEO  
of X-Technology Swiss Research & Development AG, Switzerland

# Reset

Check your results and if needed abandon the idea.

# Bionics

Research: Finding solutions in nature.

# Rethinking

No „Me too“: What exist will not be done.

# Flat Hierarchy

Small Teams: Readiness for Action, Flexibility, Speed...

# Paradigm Shift

„Turn Sweat Into Energy.“

# Paradigm Shift

## AN EXAMPLE OF ERRORS IN SPORTING GOODS

„Keep your skin dry“

E.g. Dry Fit (Nike), Comfort

Problem: Dry skin is mortal.

Overheating, Dehydration, Lost Power.

Solution: 3D BionicSphere System®

Reduce Sweat, not inhibit

More performance due to targeted thermoregulation.

Cools when you sweat, warms when you are cold.

# SPORT SCIENCE

**5** times  
**worldchampion:**  
Plus X Award Most Innovative Brand 2009 – 2013

**390** awards  
**altogether**

**19** Position  
Top 100  
**iF Creative  
Ranking**

**53** times  
**in a row**  
iF design award

**26** ded dot design  
awards

**34** nomline  
**german design  
award**

**15**  
**good design  
award**

# TOP 100 iF CREATIVE RANKING: **Position 19** among the worldwide's best and **No. 1** in textiles.



iF RANKING  
 IF RANKING CREATIVE 2012  
 TOP 100 (AS OF 2 DECEMBER 2011)

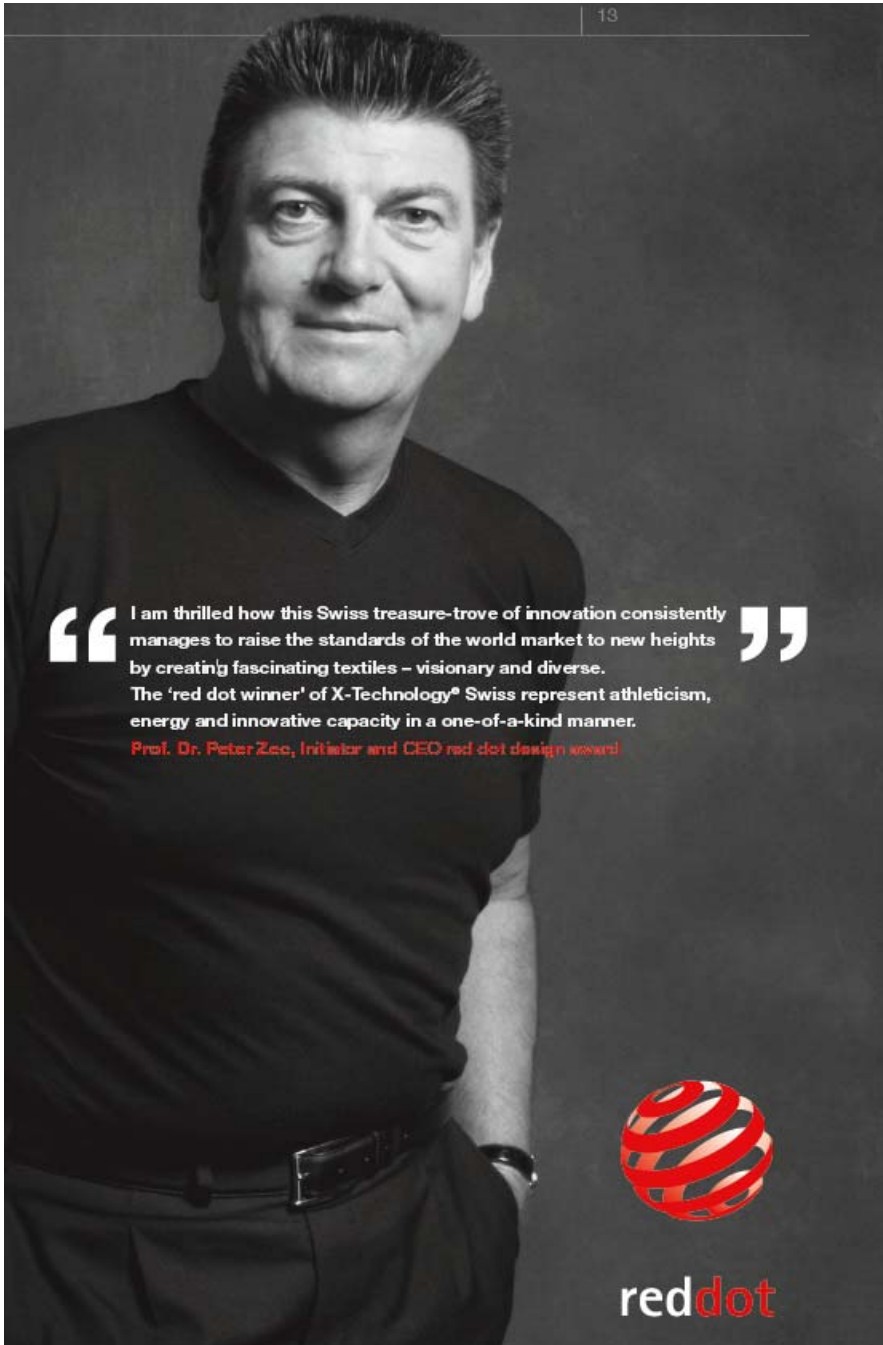
Position	Name	Typ	Country	Points	Awarded
14	Hilti	Inhouse design department	Liechtenstein	640	21
15	Volkswagen	Inhouse design department	Germany	580	6
16	Kolle Rebbe	Communication agency	Germany	520	11
17	Grohe	Inhouse design department	Germany	500	25
17	Sony Ericsson	Inhouse design department	Sweden	500	34
19	X-Technology Swiss	Design agency	Switzerland	480	16
20	BenQ	Inhouse design department	Taiwan	480	18
20	BMW	Inhouse design department	Germany	480	19
20	Dell	Inhouse design department	United States of America	460	18
20	f/p design	Design agency	Germany	460	8
20	Hewlett Packard	Inhouse design department	United States of America	460	18
25	BODUM	Inhouse design department	Switzerland	440	27
25	Haier Group	Inhouse design department	China	440	17
25	Storchpunkt	Communication agency	Germany	440	14
28	Brother	Inhouse design department	Japan	420	30
28	ippolito fleitz group	Communication agency	Germany	420	11
30	Festo	Inhouse design department	Germany	400	16
30	identis, design-gruppe joseph pölzlbauer	Communication agency	Germany	400	8
30	SANYO	Inhouse design department	Japan	400	16
30	Schmidhuber + Partner	Architecture office	Germany	400	10
30	Toshiba	Inhouse design department	Japan	400	30

# Plus X AWARD “Most Innovative Brand” 6 times in a row for X-BIONIC®.



The Plus X Award is the world's largest technology, sport and lifestyle competition.

Trade journalists and industry personalities select the most innovative brand with the most innovative products.



“ I am thrilled how this Swiss treasure-trove of innovation consistently manages to raise the standards of the world market to new heights by creating fascinating textiles – visionary and diverse. The ‘red dot winner’ of X-Technology® Swiss represent athleticism, energy and innovative capacity in a one-of-a-kind manner.  
 Prof. Dr. Peter Zec, Initiator and CEO red dot design award



“ ... the 53 awards from iF speak for themselves X-Technology® Swiss has continuously produced exceptional design services throughout, that present a unique spirit of innovation while reflecting tangible user friendliness.  
 Ralph Wiegmann, CEO iF International



“ ... due to high wearing comfort and aesthetic design and at the same time highest safety standards X-Technology® Swiss creates a new dimension in the field of work and sportswear ...  
 Robert Metzger, CEO Munich EXPO Veranstaltungen GmbH  
 Host of the trade-fair MATERIALICA and  
 sign + Technology Awards



“ Very few companies are bold enough to have their work judged in design award competitions – let alone do it with the consistency of a company such as X-Technology® Swiss.  
 Dr. Brandon Gien, CEO Good Design Australia



“ In the last five years one company exceptionally impressed the jury through constant and exemplary research and development in the sector of bionics and the remarkable level of creativity and inspiration: X-Technology® Swiss.  
 Donat Brandt, President, Plus X Award

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We add value to your products.

X-Technology Swiss R&D AG  
Samstagenstr. 45, 8832 Wollerau, Switzerland  
Dip.-Ing. Linda Niessing

Phone: +41 (0)44 786 03 71  
Fax: +41 (0)44 786 03 04  
linda.niessing@x-technology.com, www.x-technology.com