

MEMBERS & MEMORIES

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Petra Wolf Member of the Management Board NürnbergMesse GmbH

Welcome address

The ongoing Covid 19 pandemic challenges us with unprecedented circumstances. Special times demand even more agility and creativity from us. Of course, we would have preferred to meet our partners, exhibitors and visitors directly at the trade fair, the IWA OutdoorClassics, and have the associated valuable personal exchange – but unfortunately this was not possible for us in 2021. It is therefore all the more pleasing that the IWA OutdoorClassics event team has taken up this challenge and within a very short time has implemented the possibility of digital dialog for the industry with the IWA StudioEdition: Three hours full of infotainment. great participants and products, interesting topics, exciting and varied! Thanks to all our participants and partners for their support. I am sure that we will emerge stronger from the pandemic. I look forward to seeing everyone in person again in March 20221



List of exhibitors

Agescan International Inc.-TTS Shot Longthorne (Gunmakers)

AKAH Albrecht Kind Lynred

All4Shooters Night Pearl

ANSCHÜTZ, J.G. Peter Hofer Jagdwaffen

Blaser Pinewood

Brand Trust PULSAR

BROWNING Roedale

Bushnell Optics RUAG Ammotec with

Carl Walther Geco, Hausken Lyddemper,

FAUSTI norma, RWS, Rottweil

FJÄLLRÄVEN Savage Arms

Frankonia Sellmark

Fritzmann, Georg & Söhne Steyr Arms

GAMO OUTDOOR Swarovski Optik

Glock TACTICAL WORKSHOP HOFFMANN

GPO German Precision Optics Tasmanian Tiger

Grube Umarex

Helikon-Tex® VAUDE Sport

Hornady VDB (Verband Deutscher

Huntivity Group

Büchsenmacher und Waffenfachhänd-

ler)

ICUserver Vihtavuori

Krieghoff, H. VikinX

Lapua WAIMEX

Leupold WINCHESTER

LIPPEJAGD Brinkmann WM-Intern

Liqui Moly ZEISS

LockBoxx

Logo directory















































































































Road to IWA Outdoor Classics 2022 statements

It is with a heavy heart that we have had to cancel the IWA OutdoorClassics due to the ongoing pandemic again.

Another year without THE industry platform in the field of hunting and shooting sports, outdoor equipment and equipment for use in civil and official security.

We did not want that and therefore we decided to go on an exciting journey full of virtual and physical stops until IWA OutdoorClassics 2022.

The Road to IWA OutdoorClassics 2022 will bring the IWA community together again over the whole year and holds a lot of interesting stops.



Looking at the situation objectively, we can only say in review that it was the right decision to cancel IWA again. The still persisting pandemic situation would not have made an IWA possible in March 2021. But on a purely emotional level, this renewed cancellation of the IWA still hurts. But we receive so much encouragement and words of support from the industry, which is good for us and for which we would like to thank everyone!



Rebecca Schönfelder Executive Director IWA OutdoorClassics





Pia Freitag Manager WA OutdoorClassics

Even if IWA is physically cancelled, it is important for us to be there for the industry and to give it the opportunity to network and offer an information and exchange platform in the period up to the next IWA in 2022. The IWA Studio Edition is no substitute for IWA Outdoor Classics, but we think it was a good and for all informative and entertaining start for our Road to IWA 2022.

Road to WA OutdoorClassics 2022



Katharina Paul Manager IWA OutdoorClassics

With the Road to IWA 2022, we accompany customers through the year and make stops at various stations, such as digital meeting points, the IWA Live Talks, where experts exchange views on topics, or a physical community meeting of the industry in the summer, when the pandemic has hopefully calmed down again.

Road to IWA Outdoor Classics 2022 statements



Anna-Catharina Heller

Manager

IWA OutdoorClassics

Every change also holds an opportunity. And it was in this spirit that we reacted when it became clear that there would be no physical IWA 2021. We have learnt a lot in the last weeks and months and thus also set the course for a successful future. There are certainly more challenges awaiting us in the times to come, but we are ready to take them on and organise THE industry meeting place for our customers, because fortunately one thing never changes: the desire to get to know each other personally and exchange ideas, and that's what trade fairs are for!

Road to IWA OutdoorClassics 2022

The Road to IWA 2022 is an eventful road to the grande finale - the IWA OutdoorClassics 2022! Along the way, we will face some great projects to bring the IWA community together. We are working hard to make 2021 the best year possible so that there is something for everyone. We look forward to going that extra mile with the industry and finally seeing the branche in 2022 again.

Tamara Hufnagel
Coordinator



Stefanie Mell Manager Sales IWA OutdoorClassics

Since we had to cancel the IWA show twice and had to establish an online show quite quickly, we still get up every morning and just keep focusing on what every show participant is craving for: An industry's meeting place where people can finally meet in person and can build up successful and sustainable businesses. This is what we are passionate about and what we are believing in — in very near future

We are looking ahead. Just like the industry, we also have the desire to stay in touch. With the Road to IWA OutdoorClassics 2022, we offer this opportunity, first purely digitally with the IWA Studio Edition and the IWA Live Talks – and then again in person on site at HUBANA, the IWA Community Meeting and finally IWA 2022. We hope to see you again soon and will continue to work with great passion to continue to be the optimal platform for exchange, networking and product presentation for the industry.



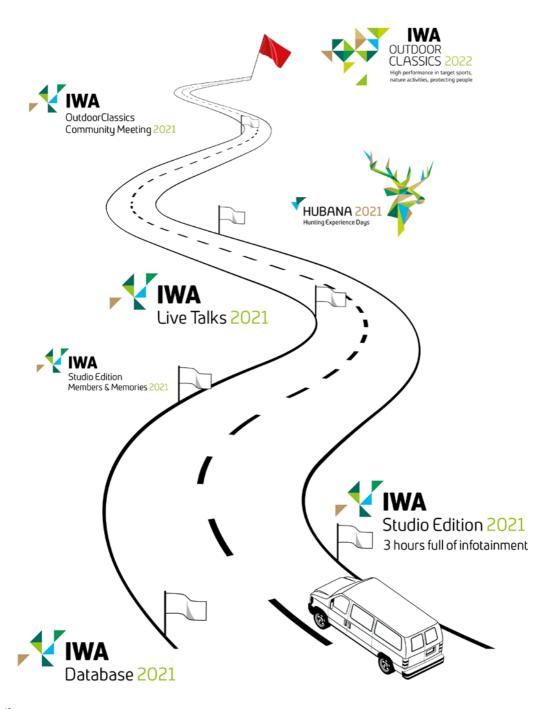
Christian Beyer
Manager Sales
WA OutdoorClassics



Sarah Kaiser Manager IWA OutdoorClassics

Especially in times of social distancing, we are once again aware of the importance of personal exchange and contact. However, after the physical IWA had to be cancelled again this year, it is even nicer to see how the industry can come together with the Road to IWA 2022, even if only digitally for the time being. With the individual stops, such as the IWA Studio Edition or the IWA Live Talks, the anticipation of a physical meeting at IWA 2022 is growing and we can enable our customers to network and exchange knowledge throughout the year.

Road to IWA OutdoorClassics 2022...





IWA Database

The IWA Database is the business directory for all participants and friends of the IWA OutdoorClassics! Here you will find the company profiles and the latest products of more than 1,000 companies from the fields of hunting and shooting sports, outdoor equipment, airsoft and paintball, clothing as well as civil and official security requirements - clearly presented and individually selectable



IWA Studio Edition

12.03.2021

It was Show Time - this year we brought the IWA virtually to your home!

An exciting programme of international trend topics, expert talks, product launches, insights, best practice examples from the industry...enriched with lots of show and interactive elements





IWA Live Talks

Start in May

Starting in May, we will be bringing entertaining, highquality trend and special topics in the form of informative webinars digitally to the workplace or home. You can look forward to keynote speakers, panel discussions and/or product presentations by experts from the industry as well as from our manufacturers, specially adapted to the needs of our trade visitors.



IWA Community Meeting Late Summer

Inform - network - update! Nothing in the world can replace a personal conversation within the industry. If the pandemic situation allow it again in late summer, we would be pleased to invite our manufacturers to a relaxed exchange within the industry in the form of a community meeting.





HUBANA – Hunting Experience Days 10. – 12.09.2021

You want to finally get a taste of real trade fair air again? And then also outdoors, in the warm late summer air and with a unique flair at the moated castle of Lembeck? Then be there at HUBANA 2021, the public exhibition of IWA OutdoorClassics. This is where the top-class hunting industry meets for an unforgettable weekend full of personal exchange, product testing, live cooking and a captivating supporting program.

IWA OutdoorClassics 03. - 06.03.2022

Look forward to an exciting IWA year with the grande finale and last stop of the road in March 2022: The IWA OutdoorClassics in Nuremberg.





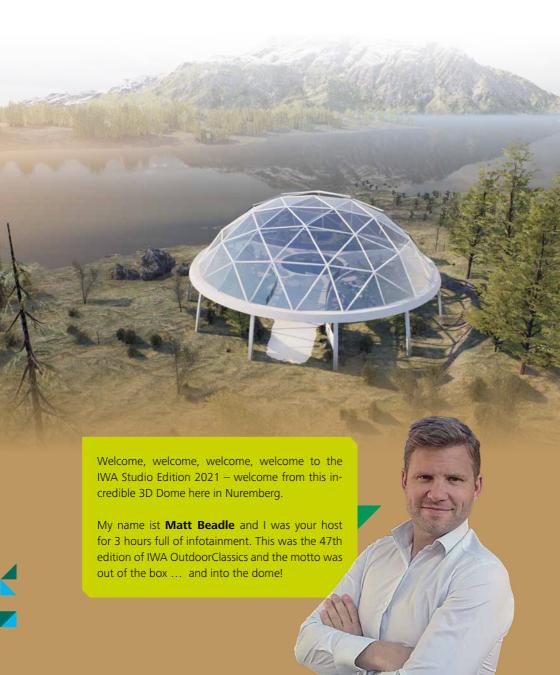
The IWA Studio Edition 3 hours full of infotainment 12.03.2021

Our schedule:

- Amazing starter
- Special welcome
- All eyes on Umarex
- Panel discussion "Sustainability: Where does the hunting industry actually stand here?"
- Dressed by Pinewood
- Greetings from the world –part I
- Expert discussion by Zeiss on thermal imaging technologies
- Speed Dating with the IWA-Newbies
- Let's talk about "Retail challanges tomorrow"
- Brand insights by Carl Walther
- Big business by Savage Arms
- No limits: Rifles with passion
- The perfect view by Night Pearl
- It's beer o'clock











Wasn 't that an incredible setting to dive into the world of IWA?

All Eyes on **UMAREX**

UMAREX and the IWA OutdoorClassics - a partnership characterised by many years of cooperation and trust.

UMAREX has been an exhibitor at THE industry platform since 1974, the year the IWA was founded. Every year, UMAREX has set up its stand on the exhibition grounds – including in 2020, when the IWA had to be cancelled for the very first time, and in 2021, when the IWA could not take place for a second time. In 2021, the stand in hall 7A was used for the IWA Studio Edition and the result was a complete success. The entire UMAREX team came up with a great concept for this extraordinary format and shot a stunning commercial spot. Here a big thank you to Wulf-Heinz Pflaumer, who was also on site and shared inspiring words about the IWA.

Last but not least, a huge thank you to the entire UMAREX team for this incredible time and loyalty and we look forward to many more years!





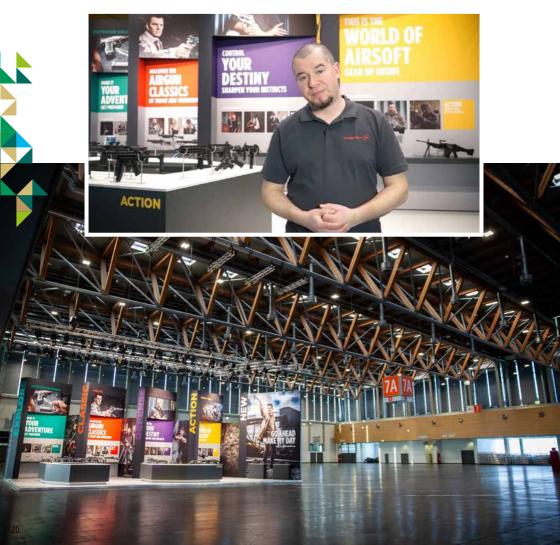




All Eyes on UMAREX

Dominik Windmüller presented the product highlights of UMAREX live in hall 7A in Nuermberg. Wulf-Heinz Pflaumer, the Managing Partner of UMAREX, talked about the history and position of the IWA in the industry.

UMBREX





We wonder what will happen in the future. Today, we will find the answer together. One year ago we could not have imagined that the IWA show would be cancelled two years in a row, and yet we can present ourselves to our customers here today.

Wulf-Heinz Pflaumer Senior Managing Partner / UMAREX



Behind the scenes at







UMAREX in hall 7A ...









Panel discussion

"Sustainability: Where does the hunting industry actually stand here?"

Hunting takes place in nature!

Sustainability is an absolute end consumer trend. Consumers are demanding it as standard in more and more areas of society:

Where does the hunting industry actually stand here? What an exiting discussion with 5 experts of different segments of the IWA industry. Interesting and challenging times are definitely waiting for us!

Jan Lorch of VAUDE, Christiane Dolva Törnberg of Fjällräven, Stefan Hämmerle of Swarovski Optics, Stefan Meier of GRUBE and Martin Fehringer of Steyr Arms were in conversation about this topic.



Christiane Dolva Törnberg Head of Sustainability Fjällräven

For us and for lot of brands it is not that it is a separate concept.

Sustainability is one key component of long term business development. Our main motivation is that we want to give: keep staying in business and inspiring people to be outdoors for the coming years. [...]





It's not about putting the next hangtag or label on a product saying I am eco-friendly, it's about creating a sustainable business model for leaving something behind for the future. [...]

For me it's about challenging ourselves as companies are we ready and investing energy and resources in time in maintaining if we already have or further extending sustainable business models.

[...]

This is something that will become a MUST.



Stefan Hämmerle Member of Executive Board Swarovski Optik



Stefan Meier Director Marketing & Sales GRUBE

[...] We have to consider is an important part of our customers are foresters - working in and with nature and thinking in long terms naturally. Which means reliability, durability and prepare ability are important product feature. [...]

We are establishing our sustainability management and we are going to act.



Panel discussion

"Sustainability: Where does the hunting industry actually stand here?"



Jan Lorch CSO & CSR VAUDE

There is an overwhelming consumer demand and a rising demand also of many retailers to sell sustainable products. [...]

You have to make your supply chain very transparent for you as a producer and to develop your supply chain towards your sustainability goals. Otherwise it is not possible to sell sustainable products in the end. There is a transformation process necessary in the company especially in the supply chain. [...]

Our contribution is to become climate neutral in the years ahead and constantly reducing our footprint.







[...] Sustainability is one of the strategies to be successful in the future. I think all arm producers in the future will look more and more to be not only sustainable with the products but also the whole processes. So from production to the logistic chain in any field of the company.



Martin Fehringer
Director Sales
Steyr Arms





Brand strategy by Brand Trust

Sustainabilty is a challenging topic for every company – good to had Sarah Böhmer of Brand Trust in the studio talking about what companies have to keep in mind.





Thank you to the sponsors of the show via logo





















Dressed by Pinewood

Pinewood dressed Matt with 3 different outdoor outfits throughout the show. Good looking clothes and functional at the same time!









Everything I was wearing was kindly provided by Pinewood – many thanks, looking good!

Thank you to the sponsors of the show via banner

















Expert discussion by Zeiss

on thermal imaging technologies

Tammo Lücken, a passionated hunter himself, presented the company Zeiss and spoke about the topic of thermal imaging devices.





We are looking at several new products in the future in the thermal imaging range, is that right?

Yes, we see thermal imaging not just as a quick trend but as a future technology in hunting that will probably dominate the market.











Speed Dating with the IWA-Newbies

6 IWA-Newbies had the chance to convince the audience with a 90 seconds spot about their company or product.

The audience had the chance to vote the best performance!

Jan Hüffmeier of the Huntivity Group joined Matt in the studio to speak about challenges for new companies to enter the market.









Speed Dating companies















The winner of two party tickets and a bottle of champagne was





What are the challenges facing retailers today?

You have not only got an answer to this question as well as what demands the end customers are making on the trade. All approaches to solutions, ideas and results of surveys on this topic are jointly covered by the trade magazine WM-Intern and the VDB.

Roland Zobel of WM-Intern and Ingo Meinhard of VDB talked about this topic.







Roland Zobel
Senior Consultant
WM intern

The focus must always lie on the customer. Shopping experience - will it be online only or also touch and experience? Advisory competence – will it be how to use videos and catalogue text or personal conversation with people as well? The key question for retail trade in the future is: do retail shops and stationary trade still have a future? And if so, how will that be?



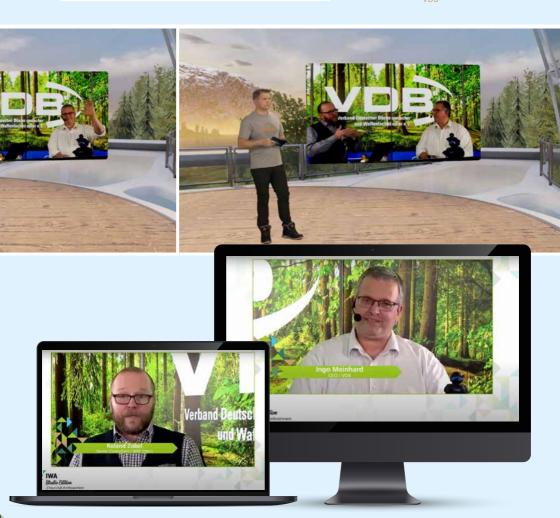
[...] What will specialist retail look like in two or three years even if this pandemic with its restrictions will be over, not everything will continue as before.

That is why it is important to develop the right concepts now and set the curs in time for the market of the future. [...]

As a word, the VDB sees the future of retail as a hybrid concept.



Ingo Meinhard CEO VDB



Greetings from the world

We have received a number of exhibitor and visitor greetings, which we have edited into a video - here you can see once again how well the industry sticks together and how important the IWA OutdoorClassics is for the industry. Thank you IWA Community for these great videos!











Thank you to the sponsors of the show via spot





























Brand insights by Carl Walther

James Bond unfortunately did not make it to the studio but Bernhard Knöbel, CEO of Carl Walther GmbH was live on stage and had some interesting brand insights to tell us...



You are here today specifically to tell us about Brand World. What does that mean?

The Walther Brand World is basically a 360 degrees business concept that we set up to streamline and strengthen the relationship with our partners.

The Walther Brand World consists of five different elements, it is about design, it's about consulting, it's about communication, it's about competence and it's about individualisation.

Bernhard Knöbel CEO Carl Walther GmbH







Big Business by SAVAGE ARMS

E

Amazing stuff – that was such an interesting product presentation of the new SAVAGE IMPULSE by Jens Tigges. All questions from the audience were answered live by the expert who has been at IWA for 27 times already.











I'm thankful to the team of IWA that they spent their efforts to get us here what now enables us to stay in contact.

> **Jens Tigges** Outdoor Marketing International / Savage Arms











No limits: Rifles with passion

"Form is temporary – class is permanente".

What an exciting section to talk about luxery class weapons with masterly engravings, fine ornaments, grained stock woods, tailor-made - produced for **that** special hunting memory. Goose bombs guaranteed!

The companies Krieghoff, FAUSTI, Longthorne and Peter Hofer Jagdwaffen have presented their special weapons. Barbara Fausti of FAUSTI and Elaine Stewart of Longthorne even joined in live and presented their products and company in person. That was absolutely fantastic – thank you!













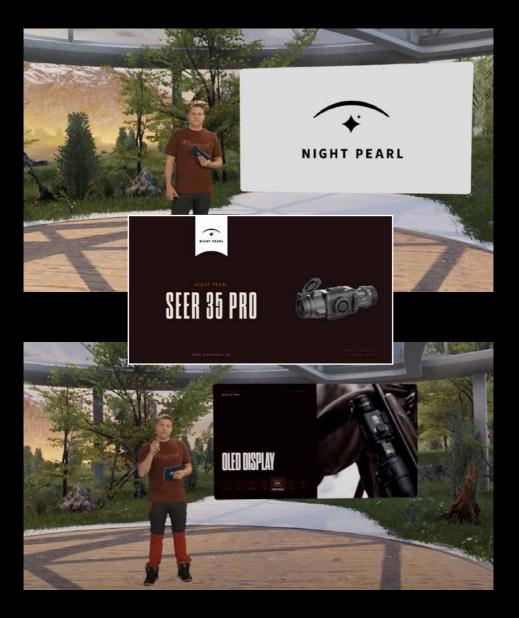






The perfect view by Night Pearl

Fantastic new product with interesting features of Night Pearl is on the market – the new thermal imaging product called SEER 35 PRO.



It's beer o´clock...









It's beer o´clock

the IWA OutdoorClassics team



What are you most looking forward to at IWA OutdoorClassics 2022 ...?

Rebecca Schönfelder

... my favourite moment I am looking forward is one hour before IWA starts. It's a magical moment when you are walking through the halls – a mix of panic and silence.

Sarah Kaiser

... I am new to the team and therefore do not know the IWA very well yet. So I am looking forward to everything - getting to know the industry, the people, their products and finally the trade fair on site.





Pia Freitag

... to finally meet all the kind people I've only got to know by phone or zoom conferences in the last few months.

Katharina Paul

...I'm looking forward to the IWA party to celebrate a finally successful on site event again together with all our great exhibitors.

Anna-Catharina Heller

... to welcome our exhibitors and visitors from all over the world here in Nuremberg. That's what exhibitions are made for: gathering the world in one place for one branch.

Stefanie Mell

... I will be thrilled to see so many countries reunited again and to feel the pure excitement of all attendees.

Tamara Hufnagel

... to finally experience my first IWA OutdoorClassics live in Nuremberg.

Christian Beyer

I am looking forward to experience at IWA OutdoorClassics 2022 the special atmosphere which only trade fairs can give you: networking, establishing new contacts, discovering (new) products, industry insights.... and as I am new to the IWA team, I am of course also excited to meet our exhibitors in person!



Goodie Bag

As a small gift, our first 1000 registered participants of the IWA Studio Edition 2021 received a free goodie bag!

The package was filled with various items from the following companies of the IWA community:

- Blaser
- Glock
- Tasmanian Tiger
- RUAG
- VDB
- HUBANA
- IWA OutdoorClassics





Behind the scenes...















































TERMIN VORMERKEN! SAVE THE DATE!

03. – 06.03.2022 NÜRNBERG, GERMANY



Thank you note

THANK YOU ...

What a celebration for the industry!

The IWA Studio Edition proved that the IWA community sticks together - and stays on the ball with innovations, passion and optimism for hunting and shooting sports.

We were particularly thrilled by the diversity of the contributions, the courage and creativity of the companies and the many personal greetings from all over the world!

We would like to expressly thank all exhibitors, participants and press for the unique experience. We will take this momentum with us for the further activities on the Road to IWA OutdoorClassics 2022.

See you all in 2022 at IWA in Nuremberg!

Your IWA OutdoorClassics team



