



AirShuttle ready to fly

BWF has entered the exciting next phase in the AirBadminton project.

Following the global launch of AirBadminton last May, BWF reached out to production companies to confirm the manufacturing process of the AirShuttle and continue the development of the product to further improve stability, durability and performance.

Since commencing this project six years ago in collaboration with the Institute for Sports Research (ISR) at Nanyang Technological University in Singapore, the goal has been to develop a new shuttlecock to allow people to have a more positive experience of badminton outdoors.

The main considerations were that it must be played with the same rackets and have increased resistance to wind.

With the appointment of a manufacturer in Chinese Taipei in December 2019, we began to see the fruits of our labour as we commenced the mass production of the AirShuttle.

At the same time, we started to establish partnerships with brands and retailers to ensure

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— BWF Secretary General Thomas Lund

that the AirShuttle and associated equipment are accessible to everyone at an affordable price.

This has been an important step of the project as each market has its own unique consumer behaviour that we need to accommodate.

BWF has also been working closely together with the Continental Confederations and

Member Associations to ensure the AirShuttle gets to as many people as possible.

BWF Secretary General Thomas Lund said: “The goal is for the AirShuttle to thrive in all badminton markets and we are delighted by the positive reactions to the first and second phases of the rollout.

“We have been able to test the waters through activations and promotions conducted by our Member Associations and it’s been promising to see a very high demand for the AirShuttle.

“We have passed this feedback onto our brands and retailers and we are currently working with them to create sustainable marketing and distribution plans for each region.

“Excitingly, we already have several brands onboard and we’re looking forward to more coming on shortly.

“We have 194 Member Associations in five Continental Confederation and we hope that through our brand and retail partnerships we can make the AirShuttle accessible to everyone.”