



# BEAT THE HEAT

**Founded in July 2024, Sumoring is a Belgian lifestyle brand inspired by Japanese innovation, focused on personal comfort, design, and sustainability.**

Its flagship product: a battery-free neck cooler that crystallizes naturally below 18°C that provides up to 90 minutes of natural cooling relief to ease heat, hot flashes, and stress.

Lightweight and reusable, the Sumoring is very easy to activate: simply place it in the fridge, freezer, or under cold water, and it quickly activates to deliver an instant refreshing sensation.

Loved by women in menopause or undergoing cancer treatment, athletes, students, travelers, and families, it offers a smart and sustainable solution to stay cool anywhere, anytime.

After a successful online launch across Europe, with growing visibility in Belgium, France, Spain, and Italy, Sumoring entered physical retail in the summer of 2025, partnering with pharmacies, concept stores, and sports clubs.

The brand's mission is simple: to help everyone regain comfort and well-being in their daily lives through smart, reusable, and beautifully designed solutions.

Its participation in Maison & Objet 2026 marks an important milestone: presenting Sumoring to a wider international audience and sharing its vision of natural, innovative, and accessible well-being for all.

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