PADEL WORLD SUMMIT

ONE YEAR ON

THE START-UP STORIES

smsh®

ULTIMATE PADEL EYEWEAR

Insights from Barcelona

An independent publication by Sweetspot Communications

SWEETSPOT COMMUNICATIONS

BACKGROUND

The Padel World Summit 2025 in Barcelona saw a new take on the start-up zone following the inaugural event in Malaga.

Featuring just 20 selected companies, over the course of the three days, they were the focal point of the Innovation Arena.

Each was given 15 minutes to present their business and its potential game-changing product, that would deliver real impact to padel as it grows across the globe.
But what happened next?

The One Year On project, from Sweetspot Communications, is an opportunity for those companies to tell their story in their own words of the past 12 months – ahead of the third Padel World Summit, again in Barcelona.



THE START UP STORY

BY SMSH EYEWEAR
CO-FOUNDER ANDRE HILDEBRAND

Thousands of sports glasses are on the market. None were designed for padel.
We changed that – because as players ourselves, we know what's missing on the court: lenses for changing light conditions, frames for quick changes of direction, and protection for powerful smashes.
SMSH isn't just sports glasses with a padel label.
It's the result of playing the sport and building the solution ourselves.

SMSH was founded by a player with over 10 years of experience in the eyewear industry. Not from market research, but from the same problem every player knows: glare from glass walls, fogged-up lenses, and no glasses truly designed for this sport.



THE SUMMIT 2025

From a small startup booth at the Padel World Summit to building a growing international network — the journey of SMSH has only just begun.



The startup area was more than just an exhibition space. It was the starting point of a movement, a network, and a vision that continues to grow across Europe.

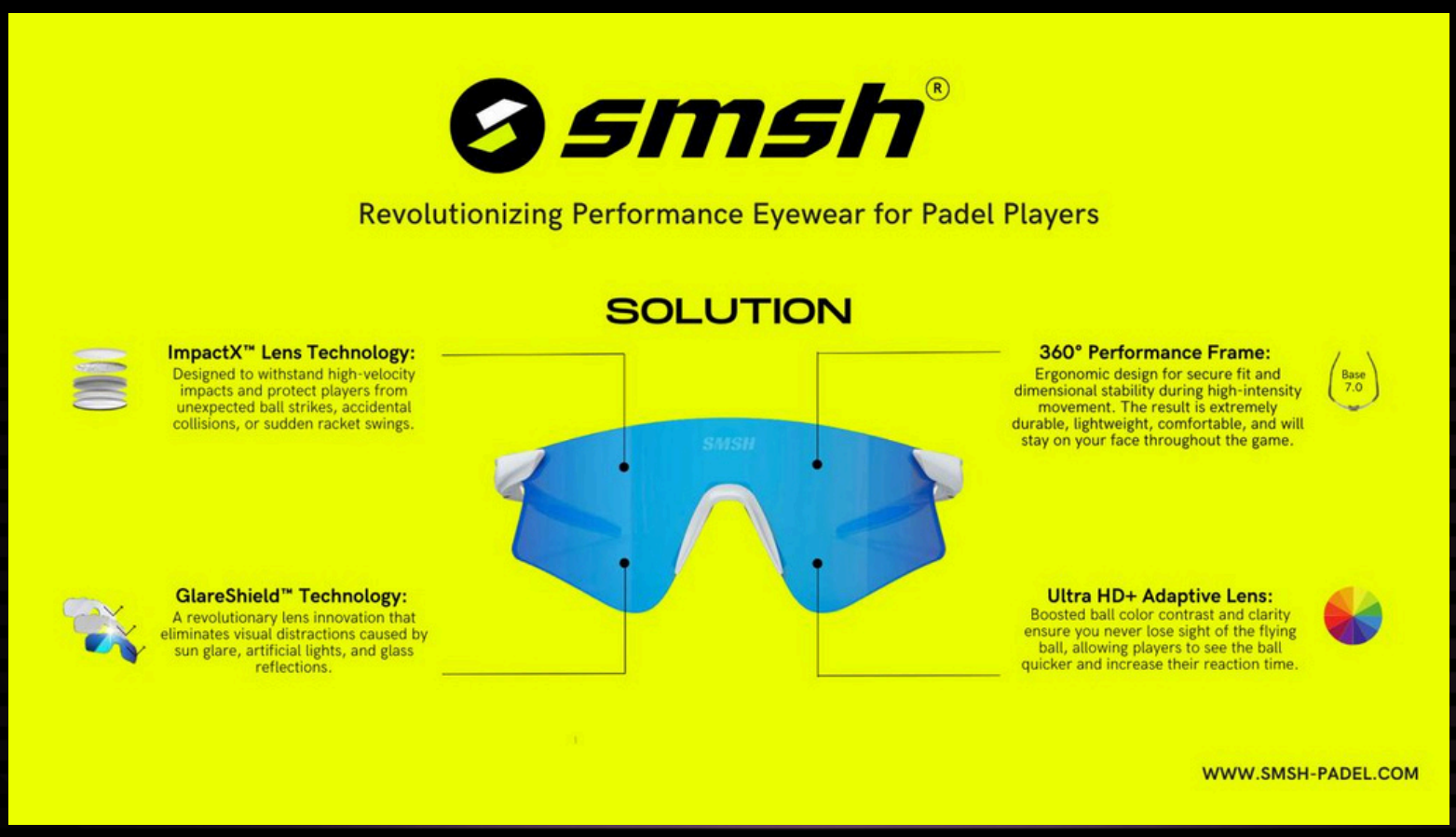
The PWS 2025 was a huge challenge, requiring six months of development, but it was also a massive success.

Beyond the many contacts, meetings, and opportunities, it gave us something even more important: motivation. Motivation to make the brand stronger, the products better, and the network bigger.

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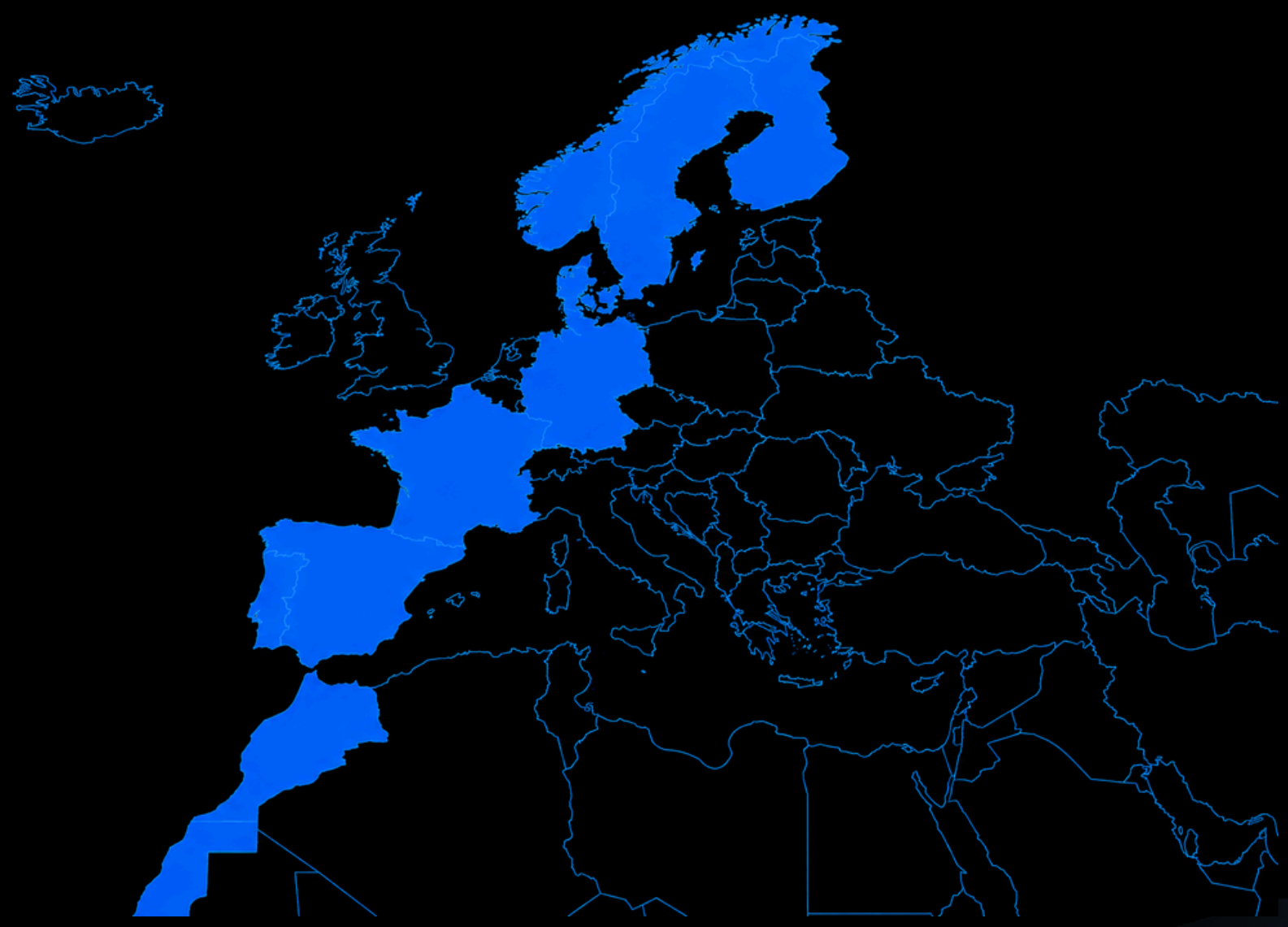
DEVELOPMENT

During the summer, we placed the first production orders for our performance eyewear collections and started building the foundation for long-term growth. At the same time, we developed our first international sales concepts, including one of our first Scandinavian structures based in Denmark.



When the products finally arrived, we focused on refining the collection, strengthening our positioning, and preparing all business activities for 2026. We redeveloped our webshop, expanded our agent and reseller concepts across Europe, and continued building partnerships within the fast-growing padel ecosystem.

MARKETS



SMSH is connected across Scandinavia, South Portugal and South Spain, South France, and Morocco through agents, clubs, coaches, and distribution partners.

We collaborate with partners such as The Rally Society, Club 7 and Rackets Pro in Lisbon and Stuttgart Padel, Padel Crew, and some Academics in south of Germany.

One of the most exciting next steps was opening the first doors to Morocco through our own local agent and distributor network.

THE FUTURE

Looking ahead to Padel World Summit 2026, our goal is clear: To build a strong, disciplined European platform around performance, community, country distributer and innovation - and from there, take the next step toward the global market.

Our new developments in 2026 are individual prescription lenses for all of our glasses.



CONTACT

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Sweetspot Communications has been at the forefront of the padel media industry since 2023. It benefits from 27 years of sports communications experience by founder Lee McLaughlan, a CIPR Accredited PR Practitioner.

The company offers the sector a refreshing and personal approach to padel communications and has worked with numerous padel clients across the world.

Sweetspot Communications is a member of the well-respected International Padel Media Association and Padel Relations.

The One Year On project is independent of the Padel World Summit.
Images: Sweetspot Communications / Padel World Summit / SMSH