

WINTERSTEIGER NEWS

First Class
WINTERSTEIGER
Ski & Board Tuning

DIGITAL- ISATION

**The Future of Rental takes
hold in North America**

SUPERLATIVE FLAGSHIP- STORE

**Ski service as a
customer attraction.**

COMFORT AND DESIGN

No carrying your skis back in
the evening, no cold ski boots
in the morning

1500

AUTOMATS

We celebrate 1500
automated machines!

AUTOFIT

A success story

COPENHILL

The craziest ski resort
in the world

BIKE SERVICES

**Cleaning, storage,
management**

Skiservice goes

MOBILE!

PILOT PROJECT IN NORWAY

2020

WINTERSTEIGER NEWS

2020

Dear WINTERSTEIGER partner,

For most of us, the last few weeks and months have been full of uncertainty, accompanied by massive restrictions, worldwide. With the world slowly waking from its long "hibernation", DIY stores or hairdressers were not the only ones experiencing a rush of customers, many sports retailers were also happy to be busy again. Humanity now sees the world in a different light and it is likely that outdoor exercise will assume a very different priority. Large cities are now starting to think more about the issue of "cycling on public roads" and will be developing new concepts of mobility.

Let us use this change as an opportunity and look at the potentially positive effects it will have on sports retailing. Personal advice will be more important than ever before and will focus on service and quality. Winter sports will also continue in the 2020/21 season and beyond, and as usual, every retailer should be as well prepared as possible taking into account the new framework conditions.

Whatever happens, we are perfectly prepared, and we will specifically prepare important and essential measures for the ski rental to comply with the Corona guidelines. Furthermore, at this year's ISPO, we were again pointing the way ahead with the new automated Scout sdp machine, the new Flexframe for our Easystore storage systems, and the new Quickfix ski clamping system for the ski rental sector. Our BOOTDOC brand is resplendent in its new design and our HOTRONIC Surround Heat Sock provides "all-embracing" warmth.

The appearance of the new BIKE SERVICES business area was a surprise to some. We consider this area to be one for the future and will devote a great deal of energy to ensuring that the WINTERSTEIGER brand is not only known worldwide as the market leader for ski service and rental, but from now on, will also be making a name for itself by devising solutions involving bikes. We will report about the planned BIKE ROADSHOW in autumn in a special newsletter shortly.

With wishes for good health and a more stable economic situation for us all, yours in sport!

Yours faithfully,
Daniel Steininger

Head of business field SPORTS

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COVID-19: A virus with many unknowns

Interview with Daniel Steininger, Head of business field SPORTS

The coronavirus and its enormous impact on leisure, business, and all areas involving large gatherings of people is posing major challenges for society. Daniel Steininger, Head of the SPORTS business field, reports on how WINTERSTEIGER is preparing for the coming season.

WINTERSTEIGER: The effects of the coronavirus are currently difficult to assess. Even so, do you have anything to say about its potential impact on ski rental?

Daniel Steininger: Since the framework conditions and guidelines are changing every two weeks, it is not yet possible to see how coronavirus and the associated measures will affect ski rental. However, we assume that we will have to contend with new aspects relating to the rental process. The way in which these will or will have to change is not yet known.

WINTERSTEIGER: In what direction is WINTERSTEIGER heading?

Daniel Steininger: At WINTERSTEIGER, we are preparing thoroughly to develop individual solutions for a wide range of framework conditions. This concerns social distancing, as well as disinfection measures for different products (textiles, ski boots, helmets), or the gathering of people in spaces. What will the maximum number be? There will be individual solutions from WINTERSTEIGER

for all these rules and restrictions, be it electronic customer guidance systems such as Easygate, the Vandra 3D foot scanner to reduce ski boot fittings, or the contactless adjustment of ski binding using Sizefit, as well as disinfectants or products for improving air quality. We will be presenting additional products for implementing hygiene measures in ski rental in good time.

WINTERSTEIGER: What advice do you have for your customers? How should they prepare?

Daniel Steininger: We advise against panic orders, i.e., acquiring individual products or solutions and integrating them into the rental process. A holistic approach is important and the framework conditions have not yet been defined by the government.

Caution is also required for products already available on the market, as the product promise regarding the disinfection effect can often not be kept. At WINTERSTEIGER we are currently working on a scientific study in cooperation

with government-approved institutes, whereby products are being analyzed and the disinfection effect checked and confirmed. We expect the analyses and tests to be completed by the end of June - only then is it the right time to retrofit devices to be able to use products and solutions correctly.

WINTERSTEIGER: Does Steurer fit in with these steps?

Daniel Steininger: Steurer is a perfect fit! We have a competence center with Steurer at the Altsch site for drying and hygiene technology, and therefore the resources to carry out preliminary analyses and tests so that these technologies can then be certified by government-approved institutes.

WINTERSTEIGER: To conclude, what else would you like to say to your customers?

Daniel Steininger: We have to assume that new regulations and processes will come into force. What exactly these will be will only become apparent during the course of the year. However, a quick

response is then required, which is where WINTERSTEIGER and the sales team come in with advisory services and suitable products. At the moment we are advising

our customers to take their time, and we hope that you will place your trust in WINTERSTEIGER as a turnkey solution provider. We are working intensively on the topic of

hygiene measures and will present these in good time.

NEW PRODUCTS

THE FUTURE OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC HOTRONIC

Products and solutions

for more hygiene and safety in ski rental

Easyfresh

Boot- and Helmet Disinfection Unit.



Vital Oxide

Disinfection and Deodorization for the ecological treatment of sports equipment



Sizefit

For contact-free binding adjustment



Rental Software Easyrent

Point out hygiene measures on monitors and on receipts and direct the flow of customers with the Easygate module



Handling Instructions

Guide for professional disinfection



BOOTDOC 3D Scanner Vandra

For as few shoe try-ons as possible





wintersteiger.com/
scoutsdp

Scout sdp

Scout with three processing modules.

The Scout service machine, which also fits in small workshops due to its compact design, has been a market success: Since its introduction in 2017, more than 100 customers have already invested in this machine, which is equipped with two modules (grinding stone and disc). Together with the Scout sd, WINTERSTEIGER has also developed a 3-module Scout sdp machine. With the addition of the polishing module, the customer can achieve a perfect base edge without any additional hand work. The polishing module is optimally tuned to the disc module and the desired base edge angle can be adjusted easily and precisely.





wintersteiger.com/
easystore

Easystore Flexframe

Custom-made solutions – the right choice for everyone.

"Flexframe" is the new system that allows retailers to redesign the appearance of their racks for skis, snowboards, bicycles, and other sports equipment whenever it suits them: Be it summer or winter, an anniversary or a special advertising campaign, the printed fronts can be changed quickly and easily. This opens up many possibilities for the customer in terms of implementing creative marketing ideas.

NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT





wintersteiger.com/
bikeservices

Bike Services

Cleaning, storage, management.

There was a big surprise at ISPO 2020: the additional stand next to the main stand at WINTERSTEIGER was called Bike Services. It gave an indication of the prospects for expansion at WINTERSTEIGER in the near future. What does "Bike Services" mean? This term originates from our strengths and we are focusing our services on manufacturing machines, providing first-class support to sports retailing, and creating attractive solutions for different customer groups.

High-quality bikes require high-quality bike cleaning!

We are focusing on the topic of bike cleaning by launching our own WINTERSTEIGER bike cleaning machine, as well as the trading of all accessories. This is not just a burning issue for our customers. Companies that simply rent bikes,

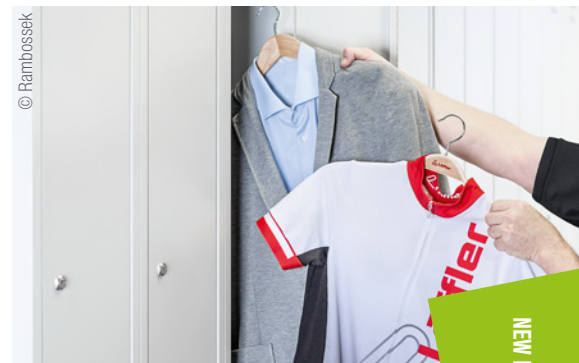
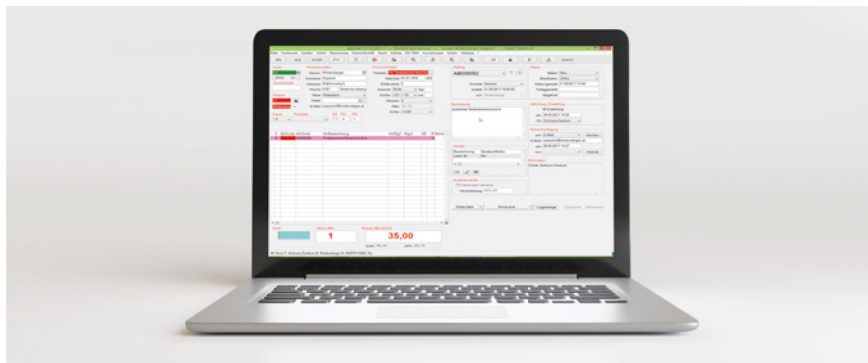
as well as many bicycle repair shops, also report a great need for such machines because the bicycle market is booming, especially when it comes to e-bikes. High-quality bikes also deserve a high-quality service, and most importantly,

should be serviced regularly. The need for regular bike cleaning is rising, especially among bike owners who have invested a lot of money in their bicycle and want to keep it in good shape.



© Rambossek





Hygienic drying of sportswear.

This brings us to the next topic: the enormous increase in the number of working people who regularly cycle to work. According to several studies, such as those carried out by well-known bicycle component supplier Shimano® and Austrian mobility and transport organization Verkehrsclub Österreich VCO, the

weather is the crucial factor, NOT cycling to the workplace. A distinction is made between damp clothing, rain-soaked clothing and – especially in the hot summer months – sweaty clothing. Many companies are still facing the challenge of providing showers and secure storage lockers for their employees. We are

already one step further forward in the hygienic drying of sports and business clothing.

To this end, we have excellent products in our Drytech range, which is increasingly sought after by companies of all kinds to support their employees who commute by bike.

More information is available on our website at wintersteiger.com/bikeservices and in our newsletters.

NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

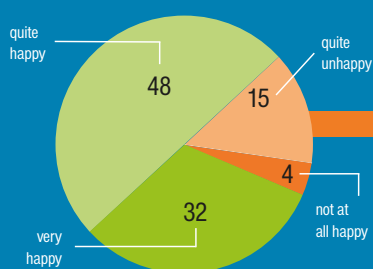
SKI RENTAL

SKI DEPOT

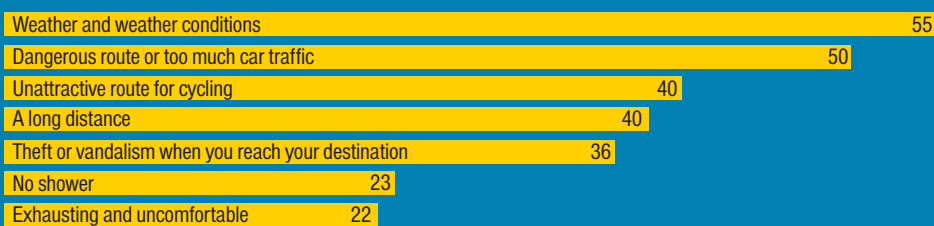
BOUDOUC
HOTRONIC

VCO cycling survey: Improving the infrastructure for cycling

What unhappy cyclists are dissatisfied about



The most common reasons for not using the bike for a journey



Quelle: Integral (a representative sample for Austria of 1,590 people aged between 16 and 69 were questioned in the survey in May 2016) graphic: VCO 2016

The weather is the most common reason for not using a bike. With WINTERSTEIGER drying lockers, you offer your customers the opportunity to hygienically dry their gear exactly as they would after skiing.

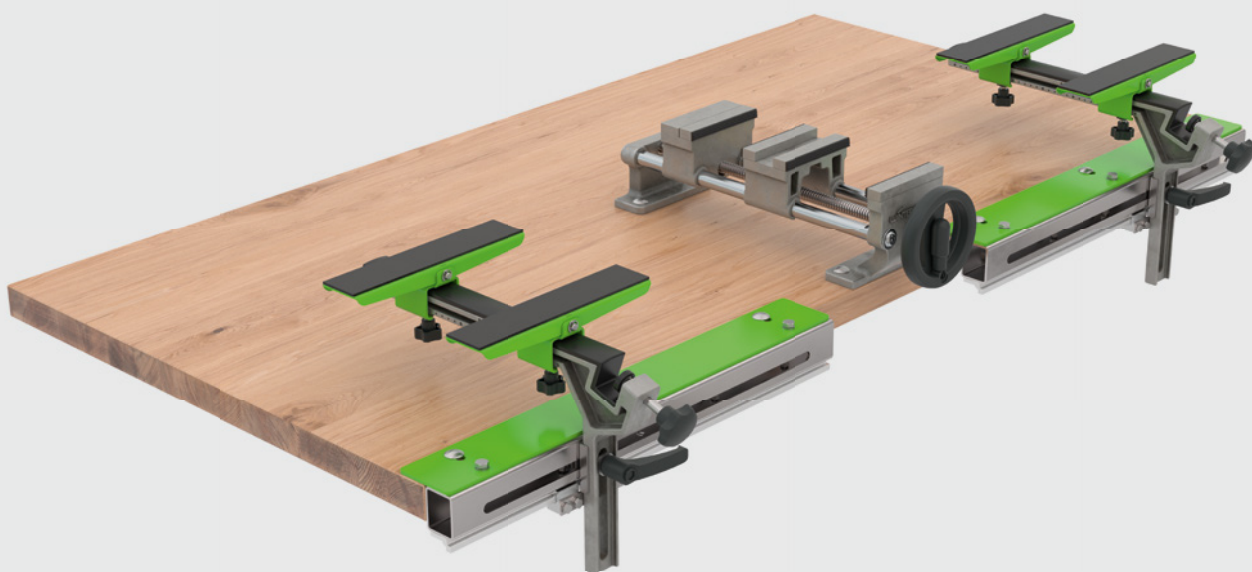


wintersteiger.com/
quickfix

Quickfix

Innovative clamping system for service shops: Faster than ever.

In terms of workshop accessories, WINTERSTEIGER has developed a universal clamping system for workbenches that can be used to secure all kinds of skis, such as Alpine skis, touring skis, cross country skis, and snowboards. With the "WINTERSTEIGER Quickfix universal", the company promises much faster clamping of skis and snowboards. The clamping jaws for adjusting to the width of skis and snowboards can be easily moved by hand and secured very quickly with the new clamping wheel. In addition to horizontal clamping, the clamping system also allows Alpine skis and touring skis to be held vertically for side edge tuning.





NEW PRODUCTS

THE FUTURE
OF RENTAL

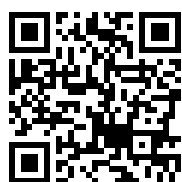
SKI SERVICE

SKI RENTAL

SKI DEPOT

WINTERSTEIGER accessories and spare parts.

WINTERSTEIGER offers an extensive range of machine and workshop accessories with more than **1,200 products.**



Request catalogue at
[www.wintersteiger.com/
contactsports](http://www.wintersteiger.com/contactsports)



BOOTDOCK
HOTRONIC

BOOTDOCK
HOTRONIC

Do you have questions about our products?
Our BOOTDOC team is looking forward to
your inquiry: office@boot-doc.com

BOOTDOC
TUNE YOUR FEET

Part of WINTERSTEIGER Group

BOOTDOC HEAT SOCKS COMFORT SURROUND

Heating Element Surround in the outer layer for more comfort.

Comfortable Heat Socks with large heated areas, intelligent heat level control, and gentle compression.

- Enlarged heating area
- Asymmetrical shin and instep protectors ensure greater comfort
- The battery packs are attached to the inner cuffs of the socks using snap fasteners
- Four levels of heating power are available and are set on the battery pack itself, including a Power Boost setting for a short boost of extra heat (approx. 3 minutes)
- Reinforced in the toe and heel areas
- Two-layer cuff design for additional protection and support for the battery pack
- Machine washable up to 30 °C (in the mesh bag provided)



Surround Heating Element for improved warmth and comfort



Shin and instep protection



**SURROUND
TECHNOLOGY**

EXPLORE

Top model in 3-arch concept for outdoor sports.

- Bamboo surface for optimal foot climate
- Cork rear foot stabilizer with flex zones
- EVA cork cushioning layer
- Anatomical cushioning elements

BALANCE

The ultra-thin model for everyday use.

- Cork rear foot stabilizer
- Microfiber coating and perforation
- Heel cushioning



CLASSIC FOAM QF

The Quick & Easy construction that offers optimal support.

- Pleasant and easy entry
- 2 Spoiler for cushioning and calf adjustment
- Warmer feet thanks to a neoprene toe box, sealed seams and merino lining
- Fused foam pockets
- Tongue integration
- Anatomical performance for lasts
- Stretchable sole for optimal fitting of last widths



ULTRACAM

Boottfitting

For the "Perfect Fit" it requires a special processing of the materials. With the help of the wide range of BOOTDOC fitting materials and BOOTDOC fitting equipment, every bootfitter has all possibilities to adapt the products 100% to the foot

type and shape. With the new ULTRACAM we will meet the high requirements of the boot fitting specialists.



BOOTDOC

TUNE YOUR FEET

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NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC
HOTRONIC

BOOTDOC
HOTRONIC

BOOTDOC

TUNE YOUR FEET

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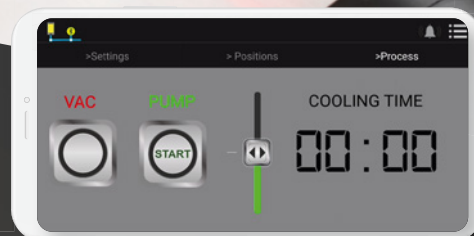

[boot-doc.com/
autofit](http://boot-doc.com/autofit)

AUTOFIT BT

The fitting system for insoles.

The newly developed, patent-pending AUTOFIT system adapts insoles to the customer's foot shape automatically and in next to no time. All functions are easily controlled from a tablet or cell phone. The Fit Pods are electrically adjusted to the respective hip width and the preheated insoles are pressed against the foot using a special membrane and air pressure.

"Limited to
No Contact
Customization!"



This technical innovation allows for the adaptation of STEP-IN and FUSION insoles and can also be used for 3D custom insoles. BOOTDOC AUTOFIT BT is offered as a stand-alone solution, but can also be integrated into the BOOTDOC AUTOFIT Center BT.

Suitable for
**BOOTDOC AUTOFIT
Center BT**



TUNE YOUR FEET LIKE A PRO

We congratulate
on an impressive career
and thank you for the
great cooperation during
our campaigns!

TUNE
LIKE
ANNA

Anna Veith

BOOTDOC



ANALYZE



SELECT



CUSTOMIZE

BOOTDOC
TUNE YOUR FEET

HOTRONIC®
HEATING SYSTEM

Part of
WINTERSTEIGER
Group

tunelikeanna.com



wintersteiger.com/
future

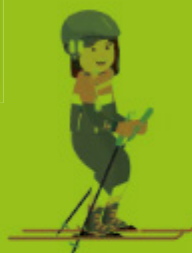
Welcome to the Future of Ski Rental!

Convenient, easy, fast and stress-free.

With "the future of rental" you will achieve a high degree of accuracy in the selection of shoes, a continuous data acquisition and especially a fast - because largely automated - rental process. This enables the employees to provide a competent, standardised service and leaves more time for more intensive customer care.

A short consumer film explains the process and advantages of your future ski rental in a simple and concrete way. The film is available for you to download (German, English and Italian) from our website:

wintersteiger.com/future.





Sports shop Skiworld Holzner in Obertauern:

Florian Hiebl: "We are delighted that we opted for the future of rental concept. We are now much faster than before. Binding adjustment using Sizefit is quick and uncomplicated. And customers are ecstatic because they don't have to remove their ski boots anymore."



NEW PRODUCTS

THE FUTURE OF RENTAL

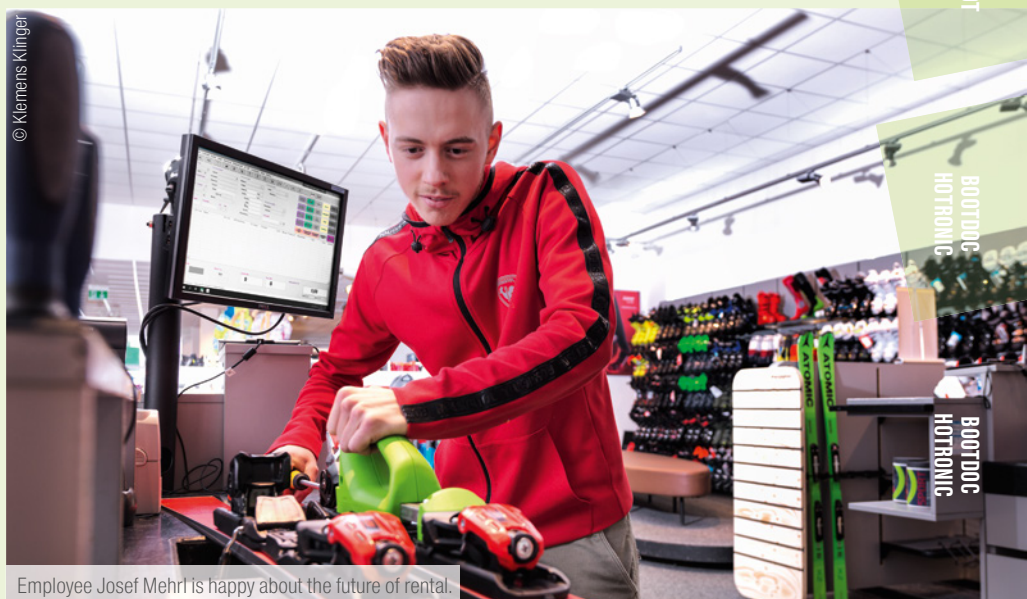
SKI SERVICE

SKI RENTAL



Intersport Frühstückl in Obertauern:

CEO Ewald Konrad: "The monitors above the adjustment desks show customers exactly when it's their turn, and that makes things a little less frantic. Easygate guides customers efficiently through the rental process, and is very reassuring."



SKI DEPOT

BOOTS
HOTRONIC

BOOTS
HOTRONIC



Think bigger

Sportshop Skirent Lachtal in Schönberg-Lachtal

Is the future of rental just something for large ski resorts? Certainly not! Norbert Brunner, CEO of Sportshop Skirent Lachtal, demonstrates most impressively that this versatile WINTERSTEIGER concept also benefits shops in smaller ski resorts.



Managing director Norbert Brunner working with Sizefit

The Lachtal ski resort is one of the most popular ski resorts in Styria, but in terms of size, it qualifies as a smaller, family ski resort. But that did not stop Norbert Brunner investing in the future of rental. Successfully, as it turns out. "Although it has only been our first season, we have already received very positive feedback with the future of rental," says a delighted Norbert Brunner. "Customers are excited about this new technology!"

Life made easier for customers and employees.

The unique WINTERSTEIGER concept also means a noticeable improvement in the working experience for employees, emphasizes Norbert Brunner: "Binding adjustment using the Sizefit sole is much less effort, and takes a great deal of pressure off our employees. There is also less dirt on the adjustment desk and help is not needed twice when fitting the boots." And what does the boss

personally consider to be the biggest advantage of the future of rental?

"Making life easier for customers, so that they don't have to take the ski boot off again after the adjustment fitting," says Norbert Brunner. "Customers with their own ski boots also enjoy this advantage, which is great."



NEW PRODUCTS
THE FUTURE
OF RENTAL

Digital beats paper.

The future of rental is linked to Easyrent. Last season, the Lachtal Skirent Team in the rental store was still working exclusively on paper. Everything was converted to digital format as part of the reconstruction. "To start with, we could not imagine how the digital system would work during peak periods," says Norbert Brunner. "The training phase of two weeks seemed relatively short to us. But in fact, both our customers and our employees found their way round

the PC very quickly. Although it has only been one season, life is suddenly inconceivable without it."

Easystore Flex: more space, optimized processes.

The Easystore Flex rental system has also been added to the range in the shop. Both customers and employees were very impressed with the modern look and new amenities, says Brunner: "We now have a lot more space, and workflows are optimized, which makes an appreci-

able difference to everyday activities. The beautiful design of Easystore Flex – the wide front panels with their graphic design – has also been very well received."

Norbert Brunner also appreciates the quick and uncomplicated support provided in his partnership with WINTERSTEIGER – whether by phone or in person. "Good solutions have always been found, and the experience has always been good," emphasizes Norbert Brunner.

SKI SERVICE

SKI RENTAL

SKI DEPOT



BOOTHOLD
HOLDING



The Future of Rental takes hold in North America

Deep Powder House in Alta, Utah

After a season of testing in a select location in Utah, WINTERSTEIGER's Future of Rental concept was successfully rolled out to a number of locations in North America. The Future of Rental concept is now available at 10 locations in Utah. Paul Huber of The Deep Powder House was so impressed with the workflows of Easyrent and the Future of Rental that he converted his existing rental solution. Deep Powder House implemented Easyrent at all five locations and the Future of Rental at four on-mountain locations. Being on the leading edge of technology and providing the best customer service is what lead Paul Huber, the owner of Deep Powder House to implement Easyrent and the Future of Rental.

"I have always strived to be on the leading edge of ski shop business since 1984. We had the first stone grinder in the Wasatch front 1985 and I felt like I was in the lead for a couple years. The Future of Rental

has given me the same lead in 2019. The response from my customers has brought a big smile to my face. I look forward to our second year in 2020," says Paul Huber, owner of Deep Powder House.



Arrived in the future!

The future of rental. – WINTERSTEIGER has implemented 58 projects for the 2019/20 season.
We thank all involved for the excellent cooperation!

AUSTRIA

Anmar Sports, Erpfendorf
Hansis Sport & Mietcenter, Scheffau
Hervis Sport Und Mode, Schladming
Intersport Frühstückl, Tamsweg
Intersport Pachleitner, Hinterstoder
Intersport Patrick, St. Johann Tirol
Intersport Tatschl, St. Stefan
Kirschner Sport & Mode, Serfaus
Kitzsport, Kitzbühel
Lucian Burghotel/Skiverleih Walch, Lech
Oberschneider, Kaprun
Patscheider Sport, Serfaus
Pitz Rent Tal, St. Leonhard Pitztal
Planai Sport, Kaprun
Rentworld Noichl, St. Johann Tirol
Schmittenhöhe Service, Kaprun
Silvretta Montafon Sportshops, Schruns
Silvretta Sports, Ischgl
Skimeier Rent a Sport, Seefeld
Sport Bründl Ischgl, Kaprun
Sport Bründl, Kaprun
Sport Fun Handels GmbH, Riezlern
Sport Holzner, Obertauern
Sport Huber, Lech
Sport Kienpointner, Waidring Tirol
Sport Pauli, Hirschegg
Sport Pangratz + Ess, St. Anton Arlberg
Sport Salner, Ischgl
Sport Schmid, Fiss
Sporthütte Fiegl, Sölden
Sportshop Skirent Lachtal, Schöneberg
Sportwelt Kirchdorf, Kirchdorf
Startschuss Bernhard Knapp, Schwendau

GERMANY

Ntc Oberstdorf, Oberstdorf

SWITZERLAND

Alpia Sport + Mode, Wengen
Bardill Sport, Klosters
Bayard Zermatt, Zermatt
Bergbahnen Flumserberg, Unterterzen
Derby-Sport, Saas Almagell
Ettinger Sport, Davos Dorf
Frautschi Sports, Schönried-Gstaad
Glacier Sport Saas-Fee, Saas Fee
Graf Sport, Grindelwald
Imholz Sport, Burglen Ur
Intersport Rent-Network, Grindelwald
Pesko Sport, Lenzerheide
Ski Service Corvatsch, Silvaplana
Wasescha Sport, Savognin

ITALY

Asso, Ortisei
Cresseri, Bormio
Ista, Cortina D'Ampezzo
Peak Sport Adventure, Canazei Di Fassa
Ski Service Di Dorigo Nicola & C. S.
Arabba Livinallongo

USA

Deep Powder House, Alta Utah
Montage Deer Valley, Park City Utah
Park City Sports, Park City Utah

SPAIN

Bitabis Serveis Informatics, Badalona

NORWAY

Geilo Skisenter AS, Geilo
Oslo Vinterpark AS, Oslo
Snø Sport 1 AS, Lørenskog

NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTOOG
HOTRONIC

BOOTOOG
HOTRONIC



Scout: maximum precision in the smallest of spaces

Sportalm Bayrischzell – Salomon Shop & Rental

Hannes Zehetner has long been toying with the idea of automating the ski service workshop. Because space was tight – entry to the workshop in the basement is via a steep staircase – he has hesitated to do so up to now. But with the new Scout, an automated ski service machine with a compact design, and a promise from WINTERSTEIGER to handle the machine installation, Hannes Zehetner took the decision and made his wish come true. We visited Bayrischzell to find out how he was getting on with the new machine.

WINTERSTEIGER: You considered investing in an automated ski service machine for a long time. What finally tipped the scales?

Hannes Zehetner: Machine installation was the game changer. If WINTERSTEIGER hadn't taken this on, I wouldn't have done it! In terms

of the workload in the workshop, it was the correct decision. When the Bayrischzell ski resort was modernized 5 years ago, customer requirements in ski service also increased. The change from natural snow to artificial snow led to higher demands on the ski edges and we had to keep calling in the external

ski service, which was not ideal. Our workshop may be tiny, but the Scout takes both rental skis and customer skis in its stride.

WINTERSTEIGER: What other benefits does the Scout Plus offer?

Hannes Zehetner: Previously,



Owner Hannes Zehetner and service employee Franz Mühlbauer

all customers had "all-mountain skis", and now there are a lot more "on-piste skis". With Scout Plus we can meet all requirements and also offer a racing service. The switch to an automated ski service also boosted quality, with clean base grinding and neat edge geometry – just as we would like it to be.

WINTERSTEIGER: How is the cross country ski service going?

Hannes Zehetner: It's doing fantastically well! We have always ground cross country skis, but it was a bit hit-and-miss and we had to hope it was right for the ski. Now we have 2 finishes saved in the Scout Plus that work very well – we'll no longer lose sight of those. The scaled section on cross country skis is omitted from processing in the Scout and even the worst "trekking skis" can be properly pre-

pared. In a winter with little snow, it is worth its weight in gold.

WINTERSTEIGER: Thank you very much for this fascinating insight!

Scout – a compact automated ski service machine

Workshop automation, varied customer demands, perfect grinding, increasing volumes of service work – there are many reasons to invest in a Scout.



NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC
HOTRONIC

In the context of color theory: the meaning of green

The decision to use a WINTERSTEIGER automated ski service machine doesn't only turn the workshop green. The color represents greater flexibility, higher service quality, and efficient workflows. 3 customers have taken this step – Sport-Alm Sport Schwarz in Berwang, Feel Free Snow-Fun Center in Hochötztal and Sport4You in Sölden.

A brief summary of their motivation:

- „I was persuaded by the high grinding accuracy of the WINTERSTEIGER machine, both for the base structures and for the edge geometry. The Disc module is fantastic“ – Daniel Schwarz, Sport-Alm Sport Schwarz
- „The Paternoster is only available from WINTERSTEIGER and it was a must-have for us.“ – Michael Amprosi, Feel Free Snow-Fun Center
- „We are tackling twice as much material in the new workshop as we used to.“ – Sax Holzknicht, Sport4You



Passionate about ski grinding

Sport-Alm Sport Schwarz in Berwang

The Sport-Alm was located at the home of company founder Peter Schwarz's parents for 40 years. In 2019, he and his sons Daniel and Sebastian decided to build a new 3-story sports shop at the ski slope. At the same time, they took the decision to switch to WINTERSTEIGER machines, and to invest in the Mercury Lsdp automated ski service machine. Junior manager Daniel Schwarz told us about his first season with the Mercury.





The Easystore Flex storage system with a depth of 2.5 meters has room for all the rental items. Ski boots and helmets drying overnight.

WINTERSTEIGER: You opted for WINTERSTEIGER when you set up your new ski rental store. You have a new Mercury Lsdp in your workshop with a loading unit and 3 Stone, Disc, and Polishing processing modules. What was your motivation?

Daniel Schwarz: I was persuaded by the high grinding accuracy of the WINTERSTEIGER machine, both for the base structures and for the edge geometry. I used to take part in ski races myself, and the Disc module is brilliant. The accuracy of disc adjustment in the machine is evident from the grinding result. Our focus is on quality, and we have earned an excellent reputation. Customers come to us from as far away as Lechtal. Even rental skis are beautifully prepared, but we process customer skis just like world cup skis. This is a complex task, but customers sometimes demand very high-quality finishes.

WINTERSTEIGER: What other advantages do you see in the machine?

Daniel Schwarz: The machine is versatile and capable of meeting every requirement, whether rental skis, customer skis, or racing skis. The machine is easy to operate and the adjustment options are very clear - a distinct advantage as far as employees are concerned. Temporary staff can also work with the Mercury, because skis are ready at the touch of a button. What's more, because the skis are clamped with cylinders, we can grind all skis, whatever their surface.

WINTERSTEIGER: How satisfied are you with the machine configuration?

Daniel Schwarz: The process is perfect. We put a ski into the loading unit, and because the grinding stone is shared, far fewer

grinding paths are required. Franz Hartl (WINTERSTEIGER) gave us very good advice, the machine is a perfect fit, as far as we are concerned.

WINTERSTEIGER: How about commissioning and service?

Daniel Schwarz: The machine was already prepared with grinding programs in Ried, and then we got together with Stefan Kleinlercher (WINTERSTEIGER) to adapt it. Stefan is himself a skier, you can see that. If we have a question, we can call and get immediate, high-quality assistance, as we did once on a Friday evening at 8 pm. We were able to sort everything over the phone and carry on grinding. WINTERSTEIGER service is phenomenal!

WINTERSTEIGER: Thank you very much for this fascinating insight!

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOCK
HOTRONIC



Quite possibly our best friend

Feel Free Snow-Fun Center in Hochötz

"Luise" is the name the 10-member Feel Free team has given the new Discovery sdp with its 3 Stone, Disc, and Polishing modules. The reason for the friendship: the automated ski service machine – the work used to be done by hand – makes the working day at the mountain station much easier for the ski rental store. Because literally every minute counts here. The shop is already buzzing at 08:30 in the morning, and the last gondola goes down into the valley at 5:00 pm. Around 4,000 skiers are on the move in the ski resort and if there is a problem with a ski, customers do not go down into the valley – their skis are processed within 15 minutes at Feel Free. One of the reasons why everything runs so smoothly is the "Paternoster" ski magazine, that can be loaded with 16 skis. Launched on the market with the Discovery in 2005, it is still a unique selling point for WINTERSTEIGER.

Only from WINTERSTEIGER: the "Paternoster" ski magazine.

The "Paternoster" ski magazine was the key factor in deciding to switch machine supplier and automate the workshop with a WINTERSTEIGER machine. "The Paternoster is only available from WINTERSTEIGER and we were desperate to have it, because of the flexibility it gives us," says CEO Michael Amprosi. "Our time is limited, and the machine has to keep going. In the past, we always had to have 3 people in the

workshop, now just one can do the job. Once the skis are put into the ski magazine, you can get back to work. That means I have at least 2 extra staff in the ski rental store," explains Michael Amprosi.

The Polishing module is also very important to him: "Polishing produces fantastic results matched with perfect quality, and customers are extremely satisfied." He is also

very happy with the support offered by WINTERSTEIGER. "Although the machine is very complex, the service technicians answer all questions expertly over the phone so that the machine runs as it should. This is impressive and a major benefit of WINTERSTEIGER. We also really appreciate being able to get support at weekends."





Discovery and Basejet: a strong team

Sport4You in Sölden

Sport4You has 9 sports shops in Sölden and Längenfeld. Last year, the company set up a new ski service center for preparing skis and snowboards from 4 branches. The new 5-module Discovery sdsfpf and the Basejet automated base repair machine gave the workshop an enormous boost in quality and quantity.

"We are tackling twice as much material in the new workshop as we used to. We are especially delighted that the Discovery also lets us grind snowboards. Discovery and Basejet,

it's a great combination!" explains Sax Holz knecht, the CEO responsible for the ski service at Sport4You, who was already familiar with WINTERSTEIGER from the Easyrent

rental software. The trust created by the excellent collaboration led to the decision to switch to WINTERSTEIGER for ski service machines as well.

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Mathias Kusternig at the Discovery with the 5 processing modules stone, disc, stone, polishing and finish

WINTERSTEIGER News

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"Copenhill", THE hill in Copenhagen

Ecology and tourism in harmony



COPENHILL

The craziest ski resort in the world

Copenhill in Copenhagen

Copenhill is known as the craziest ski resort in the world: it is a 400-meter-long ski slope on the roof of the municipal waste incineration plant. The "hill" is 90 meters high and skiing takes place here all year round - overlooking the ocean!

Copenhagen wants to be the first capital city in the world to be CO2 free by 2025 and sustainable urban development is a top priority. The Copenhill plant is particularly useful and extremely innovative: the world's most modern waste recycling process combines sustainability and tourism in the center of the city.

Copenhill is one of the highest points in Denmark, a country known to be quite flat. The longest artificial ski slope in the country was designed with synthetic mats made by the Bergamo-based Italian company Neveplast and boasts 4 ski lifts, including drag lifts and conveyor belts.

Daniel Steininger, Head of the SPORTS business field: "Copenhill could become another Copenhagen landmark, along with the opera house and the little mermaid. We are proud to be involved in this innovative project and to be allowed to furnish the ski rental store with products such as our ski storage systems and ski boot dryers."



© David E. Zanardi



© David E. Zanardi



© David E. Zanardi



Discovery with 5 modules: A successful ski service – even away from ski resorts

Sport Hochleithner in Bad Wimsbach

Where is the largest automated ski service machine in Upper Austria? At Sport Hochleithner in Bad Wimsbach, a community with barely 2,500 residents, about 50 km from the next major ski resort. The recipe for success for forward-looking entrepreneurs? A heightened awareness of quality and a lot of attention to detail, seasoned with personal commitment.

Alfred Hochleithner and his son, who will soon be the fourth generation of his family to run the business, replaced the automated Finish Shuttle 3C with a Discovery 2 with 5 modules: Stone, Disc, Stone, Disc, and Finish. Sports retailers are excited about the new, powerful machine, which allows them to quickly create more throughput and also to achieve perfect service results. Seamless grinding and a ski

magazine for 16 skis save time and effort.

Alfred Hochleithner considers the machine's electronic angle adjustment to be a real bonus: it allows him to respond quickly and effortlessly to different customer requirements, and thanks to the disc technology, the edge is ground as precisely as in racing. With 2 Stone modules for pregrinding

and fine grinding, the machine can achieve any structural pattern for a wide variety of snow conditions. According to the experts, the wave structure is ideal for all conditions at present and is currently the Sport Hochleithner trademark. Their customers regularly voice their enthusiasm for the structure, with one skier even commenting: "The skis are so beautiful, it's almost a shame to use them!"



Alfred Hochleithner and his son are happy with the base structure.



New to the workshop: a Discovery with 5 modules



The Basejet automated base repair machine also has a place in the workshop.

Systematic binding checks.

Sports Hochleithner has 2 devices for checking and adjusting bindings, so that father and son do not get in each other's way when working. Every customer gets a clearly visible sticker on their skis with the test date, to remind them when the next check is due. "It's not a bad thing to check that a system is working, even if it is maintenance-free," says Alfred Hochleithner Junior, who has a second job as a trained IT specialist. Customers are keen to get this done and most of them have the check carried out on an annual basis.

BOOTDOC insoles also play a role.

BOOTDOC insoles are another successful product for the Hochleithner family, and are included in the sale of more than 80 % of ski boots, as well as hiking boots, running shoes, and work shoes. Alfred Hochleithner Senior, who was originally a bootmaker, is convinced that every foot needs perfect bedding. Sport Hochleithner is now famous for finding solutions to foot problems.



Impressed by the benefits of BOOTDOC insoles: Alfred Hochleithner with the BD FF S9 for perfect support in the ski boot



Stefan Wese, Die Bredlwerkstatt in Lappersdorf:

"We used to do the work by hand, and always had to do the ski service quickly at the same time. The new Scout Plus simplifies the process enormously and saves a lot of time too, of course. The machine is really easy to clean and maintain and we now achieve top-quality grinding results. We are completely satisfied!"



The owners of the Bredlwerkstatt from left Stefan Wese and Peter Tippelt



From hardware shop to the place to be for active leisure enthusiasts

A.S Adventure in Belgium

A.S Adventure started in the 1940s with the sale of old army equipment of american soldiers. The "A.S" in the company name stands for "American Stockhouse". Over the years, A.S Adventure has developed into an experience concept for the active leisure sportsman. Currently, A.S Adventure operates 49 stores in Belgium, Luxembourg and France with more than 900 brands in the outdoor and fashion sector.

Discovery: "The best machine on the market".

7 years ago, A.S Adventure invested in the first automated ski service machine Discovery with 6 modules, with which they serviced more than 300,000 skis and 35,000 snowboards. The new Discovery bsdspf has an additional band module especially for snowboards. With this one machine, A.S Adventure supplies all shops with rental skis and customer skis. This means the service of 30.000 pairs of skis and 5.000

snowboards per season. At real rush hours, the team manages 1,100 pairs of skis a day, working from 6.00 am to midnight.

A.S Adventure is enthusiastic about the new Discovery and Workshop manager Bart Vandikkelen sums up the advantages:

- With this machine, we can handle a high volume of skis and snowboards with a constant quality.
- The Paternoster ski magazine

gives us the time to prepare the skis while the Discovery runs at full speed.

- With the 2 stone and 2 disc modules we always have a good structure and perfect edges..
- The polishing and waxing modules produce a great end product without any further manual finishing.

"For us, the consistent quality and high output are great. Due to the continuous development this is without doubt the best machine on the market. Great job, WINTERSTEIGER!"



Arrange your maintenance date with WINTERSTEIGER!

As one season ends, the next is already on the horizon, which means it is the perfect time to have your machines serviced. Franz Zeppetzauber, Head of Technical Customer Service, explains why maintenance should be carried out on ski service machines after the winter season as well as the advantages of a timely service.

What is machine maintenance all about?

A large number of our customers carry out regular maintenance on their workshop, as their machines are under a lot of stress and require regular servicing to ensure that they continue to function perfectly during the season.

When is the ideal time to carry out machine maintenance?

It is a good idea to contact us immediately after the end of the season so that we are able to carry out the maintenance work by the end of November.

If necessary, this also gives us time to carry out a „start-up“ before the

beginning of the season, where the machine is commissioned by a qualified WINTERSTEIGER technician and your service personnel. It is also possible to carry out an extra training session for your workshop employees at the same time!

What are the other advantages?

Customers who arrange annual maintenance will not be charged a service fee on in-season calls.

Are the binding testing machines also included?

Yes, Wintersteiger recommends having all of your machines serviced each year. This certainly



Franz Zeppetzauber, Head of Technical Customer Service

includes binding testers and your technician can perform a full service and calibration to ensure that your equipment is in good working order.

Login and registration

Please get in touch with our customer service team by phone or by email to arrange machine maintenance:

More information:

wintersteiger.com/contactsports

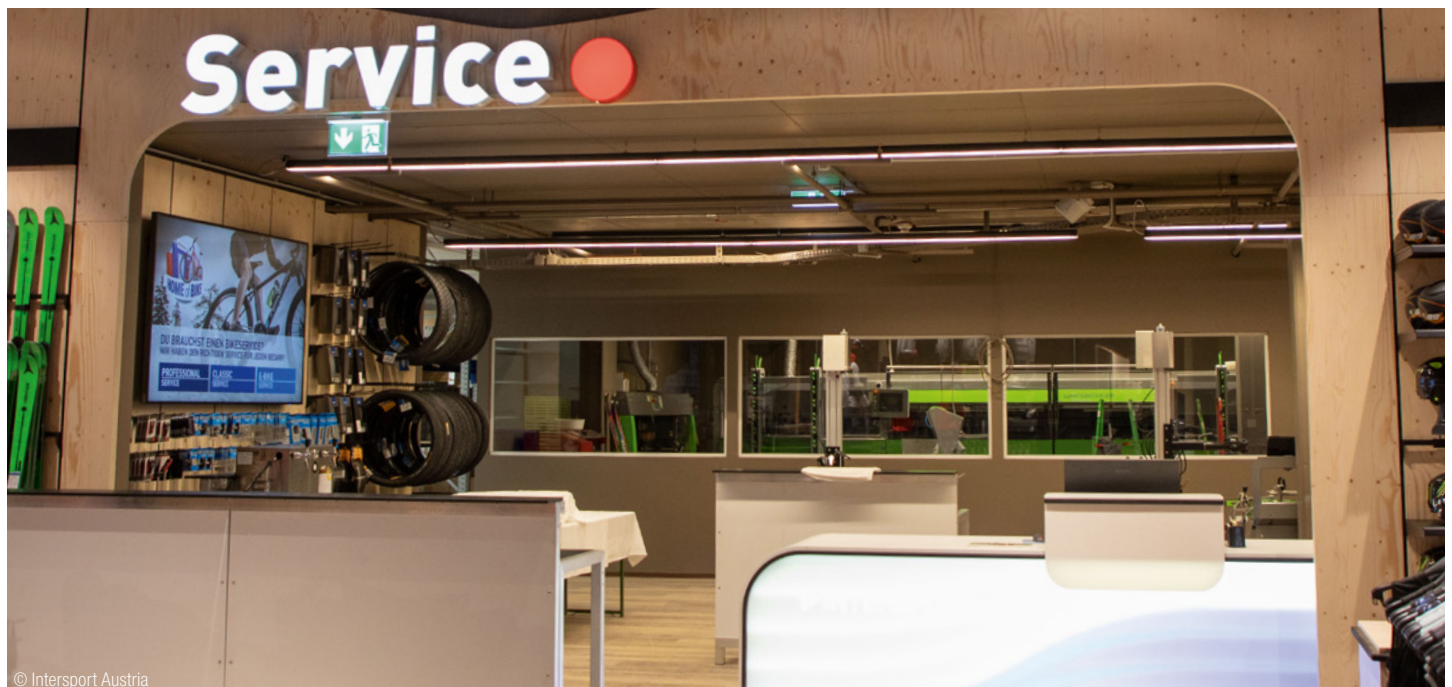




The superlative flagship store brings WINTERSTEIGER on board

Intersport Tscherne in Graz

Covering 7,500 m², the new flagship store of Intersport Tscherne in Graz is the largest Intersport shop in Europe. With many attractions such as an ice rink, a tree house for the children, and the worlds of skiing, outdoor, and biking to experience, the sports shop is a unique world of shopping and adventure. Intersport Tscherne is a fourth-generation Austrian family business and Harald Tscherne opened his 12th sports shop in Graz.



© Intersport Austria

Ski service as a customer attraction.

For this sports shop, and for sports shop number 11 which he opened in October 2019 in Salzburg-Bergheim, Harald Tscherne invested in a Discovery automated ski service machine with 4 processing modules. In Graz, customers can watch the Discovery sdp working, as it sits behind a glass panel at the ski handover point. This view again emphasizes

the character of Intersport Tscherne as a professional, specialist store.

"Ski service barely exists anymore in urban areas, it is mostly outsourced. But we are in charge of our own quality," explains Andreas Pitzl, who is responsible for the service. Andreas Pitzl is extremely satisfied with the new Discovery. "It's a brilliant machine! The results are perfect and it is extremely reliable." The double grinding stone eliminates the need for pregrinding: "We can work very

quickly with this configuration of 4 Stone, Stone, Disc, and Polishing processing modules; customers have their skis perfectly prepared within 24 hours," says Andreas Pitzl.



An eye-opening experience: foot analysis in 3D.

Although Intersport Tscherne's specialist staff are highly trained, foot analysis with the BOOTDOC Vandra 3D scanner is greatly appreciated. "The scanner is a great medium. Even if we see for ourselves at first glance that the customer needs an



Basejet: Automated base repair system for skis and snowboards.

insole, the foot scan provides the digital confirmation. Thus, every ski boot sale starts with the question: "has your foot already been analyzed?" says Peter Seinitzer, explaining the process. Customers react very positively. They also accept having to wait, and line up by the scanner. "It's a real eye-opener to discover that one foot is longer than the other, for

example. In 8 out of 10 cases, we sell the insoles along with the ski boots," says Peter Seinitzer, confirming the success of the scanner, which is used in the ski boot area in winter and in the outdoor area in summer.

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BOOTDOC HOTRONIC

BOOTDOC HOTRONIC



Toni Göpfert, Sporthaus Göpfert in Dresden:

"The workshop business is important – and is becoming more and more important in Dresden. In my opinion, it doesn't make sense to have a range of skis without a decent workshop. The success of our workshop has also seen a significant increase in the sales of alpine and cross country skis, as well as ski boots."



Perfect ski service also important in Dresden: Toni Göpfert in front of his new Mercury Msd



Finish matters!

Ski rental sports center in Zell am Ziller

More than 30 years ago, the taxi company "ATL – Autoreisen Taxi Lois" launched the very first ski rental company in the town with 200 pairs of rental skis. The Brindlinger family ski rental store increased in size, machine by machine: The Micro 1 was joined by a waxing device, followed by the Skitronic binding setting device, a Polyjet for base repair and 15 years ago, the first automated ski service machine, a Shuttle. The competition never sleeps, and now Isabella and Gerlinde Brindlinger share the valley station with 2 other ski rental outlets. With first-class quality, the entrepreneurs have built up a loyal clientele and last year, replaced their Shuttle with a Mercury Lsdf. A step they are very happy with.

Stone, Disc, Finish: an innovative machine configuration.

"The Finish module for waxing is very important to our workflow. We had that on the Shuttle and we really wanted to have it again," says Manager Isabella Brindlinger, explaining her decision to opt for a Mercury with a loading unit and 3 Stone, Disc, and Finish processing modules. Mother and daughter devised a "special method" to achieve

the best possible waxing results: after processing with the Stone module and the Disc module, they move the ski back again, reduce the machine speed to 8 meters per minute and let it go slowly over the Finish module. "Quality takes absolute priority over quantity! We process the skis after every rental transaction. The skis must be just

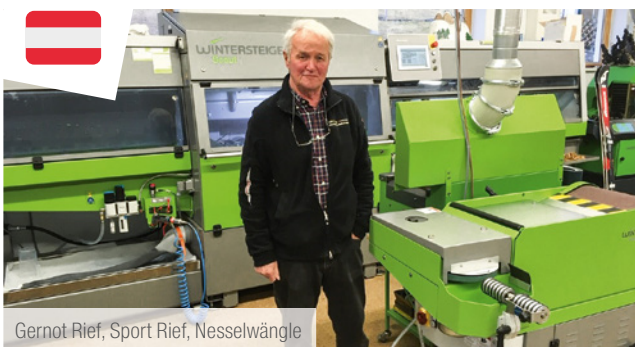
right, whether they are being used by beginners or advanced skiers. We have a lot of regular customers who appreciate our quality and our ski service gets a lot of compliments." The new Mercury Lsdf has many more benefits for the two entrepreneurs: it's faster, cleaner, grinds sharper edges, and can also process snowboards.



Welcome to the family of automated machines!



Thomas Lassacher (employee), Sportshop Skiworld, Obertauern



Gernot Rief, Sport Rief, Nesselwängle



Markus Klieber, Sport 2000 Klieber, Eben/Pongau



Daniele and Lorenzo Clatoud and employee Nik, New Sporting - Sauze d'Oulz.



Alberto Moga, Deportes J Moga, Baqueira, Lleida

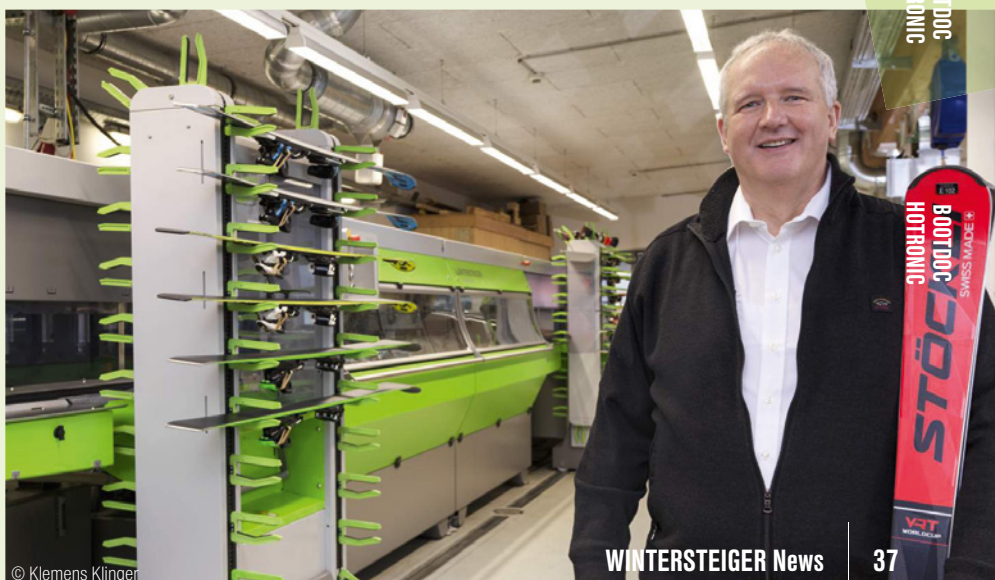


Service team of sport and leisure, České Budějovice



Johann Schober, Sport Schober in Bad Gastein:

Sport Schober is known for maximum quality in the Apls region. We were already very satisfied with the previous Discovery model, so we opted for the new Discovery sdsdpf with 6 processing modules: Stone, Disc, Stone, Disc, Polishing, and Finish. We are achieving both high throughput and high quality with this fantastic machine. We use much less electricity and the fixed costs have been significantly reduced compared to before!"



© Klemens Klinger



An emerging ski resort – WINTERSTEIGER will be there

Amirsoy resort in Uzbekistan

The official opening of the Amirsoy ski resort in Uzbekistan took place on December 21, 2019. Amirsoy is a unique all-year-round spa resort and the first in Uzbekistan to meet the latest international standards for quality, comfort, and safety, as well as having the necessary winter and summer infrastructure. The ski resort is situated in one of the most picturesque regions of the Tian Shan mountain range, just 65 kilometers from Tashkent, the capital of Uzbekistan. During the first winter season, skiers were given the opportunity to enjoy 10 slopes of varying degrees of difficulty. Amirsoy is being transformed in stages: the first phase was completed in December 2019 and the next phase is expected to be completed in 2022.



WINTERSTEIGER actively participated in the planning and realization of the Amirsoy project and supplied machines for the ski service workshop: an Omega B belt grinding machine, a Baseman for base

repair, and a Waxjet hot waxing machine. Easystore Flex storage systems for 350 pairs of skis and Easystore shop furniture are used in the ski rental center. Company management at the Amirsoy resort

has been grateful for the support from WINTERSTEIGER during the project planning and set-up phase – all products and solutions were delivered and commissioned to the customer's complete satisfaction.





An impeccable ski service via online shopping

Skitreff in Nellingen

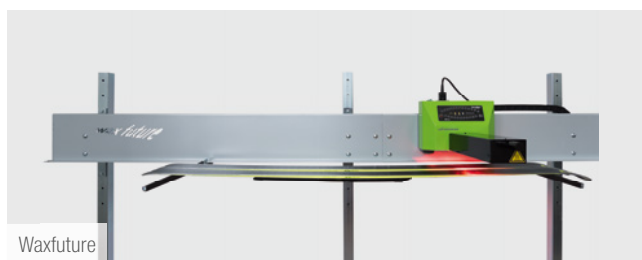
Ingo Salein has been operating a thriving online business in Nellingen near Ulm for 20 years and sells up to 5,000 pairs of skis throughout Europe each season via the Internet. However, the entrepreneur was not always happy with the structure or service quality of the brand-new skis and therefore set up his own ski service workshop.



www.skitreff.de



Mercury



Waxfuture

"Customers believe that when they purchase new skis, they have a top-class product, but the skis are usually only ground flat by the manufacturer. I was asked many times why the new skis were not running well," says Ingo Salein, explaining why he has now decided to take over the ski service himself.

No half-measures.

Taking center stage in his new workshop is a Mercury Lsdp with 3 Stone, Disc, and Polishing processing modules and a loading unit.

"Although the automated ski service machine takes up a lot of room, we wanted to do things properly straight away, with no half measures. Work is great fun with the Mercury, and it gets excellent results," enthuses Ingo Salein. He appreciates the wide range of settings, which include a racing service. "It was important for me that the skis coming out of the machine were tuned to perfection, and thanks to the practical loading unit, I don't have to stay close to the machine either," says Ingo Salein.

The infrared technology of the Wax

Future waxing machine provides the subsequent waxing. "You can see how the wax penetrates deeply due to the infrared radiation, which is very impressive," says a delighted Mr. Salein. The Speedbrush brush machine then ensures a perfect finish.

The online business, originally just a hobby, grew a little every year. From next year, Ingo Salein will be offering the ski service at the same time the skis are ordered, giving the innovative sports retailer another string to his bow.

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SKI DEPOT

BOOTS & HOTRONIC

We celebrate 1500 automated ski service machines!



In race service and automated ski service

With around 40 years of experience and more than 1.500 automated ski service machines sold around the world, WINTERSTEIGER has also become the global market leader in racing ser-

vice solutions. Daniel Steininger, Head of business field SPORTS: "For many years, big-name racing teams have been won over by manual WINTERSTEIGER machines. Due to the high machine quality

and precision servicing results, more and more racing skis are being ground on our Discovery and Mercury servicing machines. This really is a ringing endorsement of our machines."

Welcome to the Race Lab!

After gathering feedback from ski associations and manufacturers, the company demonstrated in the Race Lab at ISPO why several major names in the racing ski industry rely on machines from Ried.

More information: www.wintersteiger.com/racelab



wintersteiger.com/racelab

Congratulations due for automated ski servicing machines!

WINTERSTEIGER installed a total of 134 automated machines for the 2019/20 season.

We thank all involved for the excellent cooperation!

AUSTRIA

Atomic Austria Gmbh, Altenmarkt/Pongau
Christoph Pürcher Gmbh, Bad Mitterndorf
Feelfree Touristik, Ötz
Hochleithner, Bad Wimsbach
Intersport Strasser, Zell / Ziller
Intersport Tscherne, Graz und Bergheim
Intersport XI, Feldbach
Magistrat der Stadt Wien, Wien
Pitz Rent Tal, St. Leonhard / Pitztal
Rentworld Noichl, St. Johann in Tirol
Schmittenhöhe, Zell am See
Schuh-Schi-Tennis-Daum, Hochburg Ach
Schuh-Sport Kendlbacher, Großarl
Skisport Hartl, Ried Im Zillertal
Skiverleih Margreiter, Niederau/Wildschönau

GERMANY

Sport & Mode Tritscher, Schladming
Sport 4 You, Sölden
Sport Holzner, Obertauern
Sport Klieber, Eben Im Pongau
Sport Rief, Nesselwängle
Sport Schober, Bad Gastein
Sport Schwarz, Berwang
Sportcenter, Zell / Rohrborg
Walch Skiservice, Lech
Bausch Performance, Grossdeinbach
Brodbeck Gmbh, Metzingen
Frank Und Rüdiger Günl, Wilkau-Hasslau
Göpfert Wieland, Dresden
Hagen Bergmann, Zittau
May Gmbh, Laufenburg
Ski- und Sportprofis, Mainz
Skischule Alpenwelt Karwendel, Mittenwald
Skitreff, Nellingen
Skiverleih Garmisch-Partenkirchen, Garmisch-Partenkirchen
Sport Katzmaier, Stuttgart
Sport Schettel, Olsberg
Stefan's Bredlwerkstatt, Lappersdorf bei Regensburg
Zehentner Johannes, Bayrischzell

SWITZERLAND

Addiction Neuchatel, Saint-Aubin-Sauges
Bikeshop Skiservice, Saas Fee
Blösch Rent and Service, Baden
Castella Sports, Bulle
Fun Sport, Saas Grund
Future Service, Zuzwil (2x)
Intersport Skiservice Egger, Grindelwald
Kaiser Ski-Sport, Leuzigen
Neige Aventure, Haute Nendaz
Ski-Shop Ramser, Lengnau Bei Biel
Ski Zauber Wald, Wald
Sörenberg Carving Sport, Sörenberg
Sporthaus Lauchernalp, Wiler
Sport Schüür, Mauren
Sss-Center, Uetendorf
Stöckli Swiss Sports, Hoch Ybrig

SPAIN

Cetursa Sierra Nevada, Sierra Nevada - Granada
Decathlon España, S.A. - Sc Leon,
Villadangos Del Paramo - Leon
Deportes Mofa, Lleida

SWEDEN

Alpinbutiken Lindvallen, Sälen
Alpingaraget I Stockholm, Stockholm

NORWAY

Geilo Skisenter As, Geilo
Norsk Alpinservice As, Oslo
Sport 1 Sno, Lorenskog
Sno - Atomic Pro Center, Lorenskog

FINLAND

Rukakeskus Oy, Rukatunturi

BELGIUM

As Adventure, Hoboken

POLAND

Bike System, Rybnik
Szwagier Team, Szczyrk

FRANCE

Aussois Sports, Aussois
Espace Gliss, Meribel
Esports Rossell, La Massana
Sarl Getski, Les Gets
Sas Altitude Investissement, St Chaffrey
Ski Paradise Sarl, Meribel Les Allues
Skis Rossignol Sas -Course, St Jean De Moirans
Speck Sports, Bitschwiller-Lès-Thann
The Hub, Les Gets
Veyrat Sports, Manigod

ITALY

1550 Sport, Madesimo
Alternativa Sport, Sistiana
Asilo Neve Skiminiclub Sas, La Villa In Badia
Bruno Sport, Biella
Cecco Sport Snc, Bormio
Dolomiti Adventures, Selva Di Gardena
Hotel Plazola, Selva Di Gardena
Ista Spa, Cortina D'Ampezzo
Montelli Sport Sas, Peio Fonti
Mpk Clan, Livinallongo Del Col Di Lana
New Sporting S.A.S., Sauze D'Oulx
Noleggio Ski Bar, Andalo
Rent And Go Sestriere, Sestriere
Rent Ski La Flu, Corvara
Rossignol Sci, Formigiana
S.I.B. - Societa' Impianti Bormio, Bormio
Ski & Tennis Service, Udine
Skiarea Miara, Marebbe
Sport Edoardo, Corvara In Badia
Sport Haus, Riva Valdobbia
Sport Passion, Albignasego
Sport Tenne, Sankt Valentin An Der Haide
Sportime, Mantova
Sporting Kg, Steinhaus
Tecnical Ski, Tolmezzo
Tommasini S.P.A., Santa Maria Di Sala (2x)

USA / CANADA

Alpin Haus, Amsterdam
Alpine Options, Warren
Aspen Skiing Co C/O Abg, Basalt
Boutique Ubac De Bromont, Bromont
Boyne Country Sports - Grand Rapids,
Grand Rapids
Buckeye Sports Center, Peninsula
Eldora Mtn Resort, Nederland
Equipe Sport, Rawsonville
Evogear, Denver
Foothills Ski Life, Llc, Denver
Gestion Bhn Inc, Trois-Rivières
Groupe Sierra Mojo Inc., Laval
Happy Tunes, Carrabassett Valley
Lone Pine Gear Exchange, Salt Lake City
Pinnacle Ski & Sports, Stowe
Rei #44, Boulder
Sporting Life, Burnaby
Sturtevant's Of Sun Valley, Ketchum
Taos Ski Valley, Taos Ski Valley
Vail Ski Academy, Minturn
Vista Bahn Ski Rentals, Vail

CZECH REPUBLIC

Helia Sport Praha, Praha 8
Sport und Freizeit, Ceske Budejovice
Skiplzen.Cz, Plzen

SLOVENIA

Extreme Vital, Ljubljana
Hotel Planja, Zrece
Sport Bernik, Kranjska Gora

AUSTRALIA

Bumps Snowsports, Elsternwick

JAPAN

Ogasaka Ski Co. Ltd, Nagano City



Ski racing expertise in motion:

WINTERSTEIGER – exclusive “Atomic Pro Center” partner



WINTERSTEIGER and Atomic (Amer Group) have been partners for over 20 years and Atomic has more than 30 WINTERSTEIGER ski service machines in use around the world. The partnership is now being extended to the “Atomic Pro Centers”.

The “Atomic Pro Center” concept is all about combining the partners’ ski racing expertise. These are specialist stores for ski racers and FIS members—from young talents to world cup racers, pro athletes get all the equipment they need here. WINTERSTEIGER, known for its race service innovations, is the exclusive worldwide service partner, meaning all Atomic Pro Centers are equipped with WINTERSTEIGER ski service machines. For sports retailers who run an Atomic Pro Center, WINTERSTEIGER is Atomic’s recommended service partner.

Daniel Steininger, Head of the

SPORTS business field at WINTERSTEIGER, on the new collaboration: “WINTERSTEIGER and Atomic have had a successful partnership for decades and intensive discussions have now produced additional synergies. This extended cooperation represents a win-win situation for both companies. We are extremely proud that Atomic, one of skiing’s most successful brands, has placed its full trust in WINTERSTEIGER.” Atomic’s CEO Wolfgang Mayrhofer agrees: “Atomic’s racing service department has been relying on WINTERSTEIGER machines for many years. Ceramic Disc Finish

edge-grinding technology made its first appearance on a Trim 90 way back in 1997. WINTERSTEIGER has always been a reliable partner, and stands out thanks to its high-level expertise, premium after-sales service, and easy accessibility. We are looking forward to working closely together on the Atomic Pro Centers.”

There is no shortage of ideas for joint projects either: As well as supplying ski service machine, the partnership covers ski service campaigns and ski service seminars held in the Atomic Academy among other things.





OFFICIAL
SUPPLIER



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news

WINTERSTEIGER Supports Land Rover U.S. Alpine Ski Team in Preseason Training at Copper Mountain

Land Rover Alpine Ski Team in Copper Mountain

WINTERSTEIGER, official supplier to U.S. Ski & Snowboard since 2001, and exclusive tuning partner for the Land Rover U.S. Alpine Ski Team, set up a pop-up shop at the U.S. Ski Team Speed Center at Copper Mountain this past November.

WINTERSTEIGER's World Cup pedigree and support of the U.S. Ski Team make them the obvious machine tuning choice for both the U.S. Ski Team and other U.S. Ski & Snowboard club programs training at Copper Mountain. For the U.S. Ski Team, the goal was to launch a ski education platform that would allow coaches to address equipment problems quickly, visually. The idea is that properly tuned equipment makes it easier for the athlete to

execute technique, and well-maintained equipment turns better and glides faster, thus, simply, increasing the athletes' performance. For this event, WINTERSTEIGER race technicians partnered with Swix and former U.S. Ski Team Serviceman, Graham Lonetto, to offer a full complement of services.

"WINTERSTEIGER and Swix teamed up to provide a tuning center at the U.S. Ski Team Speed Center at

Copper Mountain during the month of November," commented Land Rover U.S. Ski Team Alpine Director Jesse Hunt.

Hundreds of skis were evaluated and, as a result, many of those skis were tuned by professional technicians onsite. It was an amazing service for our up-and-coming athletes.

**Read the full article at
wintersteiger.com/news**



Mike Beers (WINTERSTEIGER) and Paul Suomi (Ski Club Vail, one of our partners) at the ski service for the Land Rover U.S. Alpine Ski Team



WINTERSTEIGER Skiservice goes mobile!

Mobile ski service for the youngsters in racing in Norway
Norsk Alpinservice AS

Only a select few young ski racers can afford a professional ski service. As a way of promoting equal opportunities among the next generation, WINTERSTEIGER AG has joined forces with Norsk Alpinservice AS to launch a mobile Alpine ski service in Norway. In this case, the ski service comes to the racers rather than the other way around. And what makes it truly innovative is that, for the first time, a truck has been equipped with a fully automated service machine that can be operated without relying on any local resources at all. On top of that, the 'Alpine Mobile Center' (AMC) boasts its own racing shop and boot fitting station.

"Here in Norway, young ski racers often have to travel far and wide in their search for a professional Alpine ski service. Since this can be on the costly side, young people with the financial backing of their parents are always at an advantage. It is our aim for our mobile ski service to help keep costs down and level out the playing field in

the process," says Morten Mork, Owner of Norsk Alpinservice AS. He is active in alpine youth racing in Norway and brings both a sporting and an innovative background to the cooperation.

The launch of the mobile Alpine ski service in Norway is part of a pilot project. "We are confident that we

will be able to roll out our concept with success. Once we have done that, it won't be long before these mobile service centers become a regular sight on the pistes," says Morten Mork, looking ahead to the future.





wintersteiger.com/
racelab

Racing service on wheels

Mobile ski service solutions are increasingly being used in racing to provide a quick response to on-site snow quality and local weather conditions. The Austrian Ski Association (ÖSV) supports the most important events with a mobile ski service workshop facility. The 2018 Olympic Games in South Korea, for example, had 3 ski service machines in the container: an Omega RS 150, a Race NC, and a Micro.

Toni Giger, Head of R&D at ÖSV :

"We want to have the best grinding equipment available on site, so that we can apply the final, perfect finish dictated by the snow conditions.

This is even more important in venues such as South Korea or China,

where we still lack experience.

Europe and North America do not make us aware that there is sand in the snow, for instance, and we sometimes have to take a completely different approach."



The German Ski Association (DSV) also went mobile this season. The new service container, equipped with a Race NC, was used for the first time in the Biathlon World Cup in Antholz, South Tyrol and supported the athletes from race to race during the World Cup.

Enrico Heisig, Director of the Oberhof Technology Center:

"Fine-tuning the material before the race can be crucial, especially in Nordic events. With the Race NC in the service container, we have

the assurance of having the best possible base structure for the competition."



NEW PRODUCTS

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SNØ indoor ski center

With 500 meters the currently most spectacular indoor ski slope worldwide

© Jarle Nytingnes



© Jarle Nytingnes

SNØ indoor ski center: When the mountains are not calling

Sport 1 in Lørenskog

There are already 150 indoor ski centers around the world and the most spectacular one so far opened in Norway in January: the SNØ in Lørenskog near Oslo, with a 500-meter-long indoor ski slope and the only one with both cross country and alpine under the same roof. The indoor ski rental store is operated by Sport 1, and was set up by WINTERSTEIGER. It is one of the most modern ski rental centers in the world and the flagship store is a powerful reference for Sport 1.

A ski rental store means customer proximity.

The flagship store was established to achieve closer contact with customers. WINTERSTEIGER was already assisting the company with its planning during the 1.5-year construction period of the indoor center. Planning for the expected flow of visitors was based on experience and allowed for in the rental processes; the ski rental store was designed accordingly and digitized in "the future of rental".

The flagship store extends over 3 floors, one of which is devoted entirely to ski boots. The selection is huge, and the BOOTDOC devices provided in the bootfitting area include the Vandra 3D foot scan-

ner for quick selection, a vacuum fitting system for insoles, and an Ultracam device for perfect ski boot adjustment. Shop Manager Pontus Flingdal: "The BOOTDOC devices give us every opportunity to fully adapt the products to the foot type. Our exacting requirements ensure that customers will remember a perfect day of indoor skiing."

The ski service is designed with maximum quality in mind and for all customer groups. A 5-module Discovery sdsdp and an Omega RS 150, a racing stone grinding machine for skis and cross country skis, provide the perfect service for ski racers training indoors,

snowboarders, and cross-country skiers: A 1 km long track has been installed under the roof for cross-country skiing.

"Everything from a single source" was the crucial incentive in the choice of supplier. CEO Helge Knutzen explains: "With WINTERSTEIGER as our partner, we had a contact for all the products, from setup to ski service machines and bootfitting. WINTERSTEIGER also has a local Norwegian team. This made for an uncomplicated collaboration, and we are delighted by the success it has brought to our ski rental store."





Customer innovation: Easystore Flex storage system for sled rental

Garmisch Zugspitze ski rental center

Germany's highest ski rental center sits on the Zugspitzplatt at 2,600 meters above sea level. Owner Martin Voigt built a new sled cabin there and outsourced the sled rental.

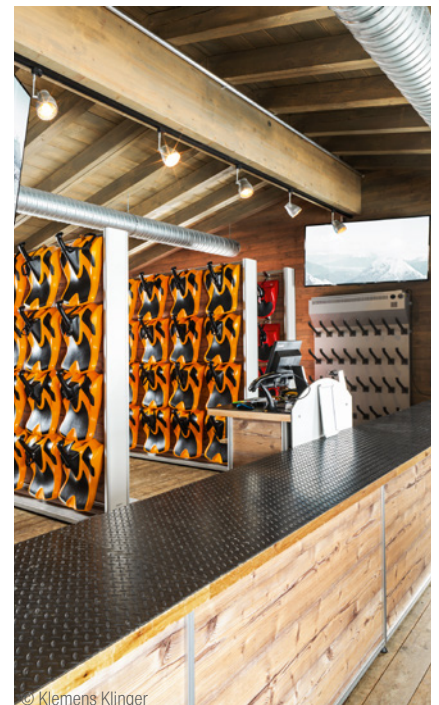
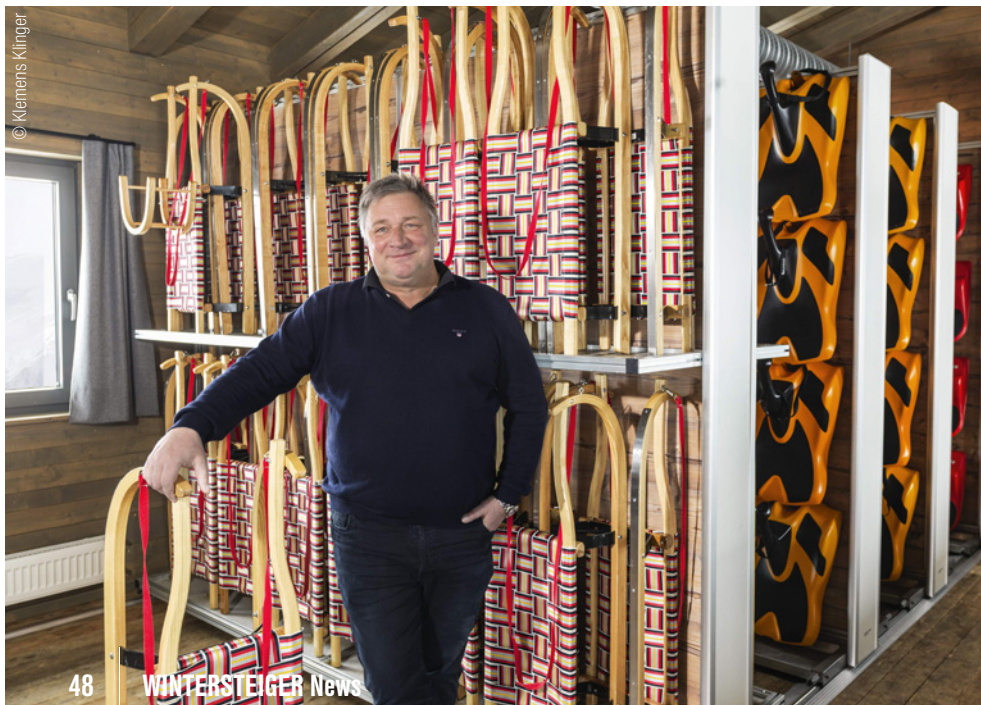
Neat, practical, and tailor-made.

All the rental items - 50 sleds, 50 minibobs, and 100 "Zipfl racers" - are stored in The Easystore Flex storage system. To underline the cabin character, the racks were given a decorative wood finish. One rack holds up to 52 sleds. The smart entrepreneur created the metal hooks for the 3 models himself, and had them laser-cut. "This was only possible in cooperation

with WINTERSTEIGER. I was able to order part of the ski rack and work together with the WINTERSTEIGER team to convert it into a sled rack. Every hole drilled at WINTERSTEIGER was a perfect fit" enthuses Martin Voigt.

Martin Voigt has been a WINTERSTEIGER partner for 32 years and he describes the long-term collabo-

ration as follows: "Peter Maniak and Tom Weber in the WINTERSTEIGER team are competent and reliable, and the sort of people you can grow old with. It's like supporting a soccer team."



Bavarian Zugspitze Railway

The Zugspitze ski resort is accessed via a world-class cableway. The Zugspitze cableway, opened in December 2017, breaks three world records with a total height difference of 1,945 meters, a tower height of 127 meters, and a freespan of 3,213 meters.





A new challenge and a solution that is all WINTERSTEIGER

The Hub in Les Gets

When building his new home, Lionel Bergoend seized the opportunity to set up a new ski rental center at the same time. This decision required comprehensive planning and professional support throughout the project.

"I chose WINTERSTEIGER as a partner because I knew I would be happy with the products, the quality, and the image that the brand conveys. I selected many solutions and ultimately, having one contact also saves a lot of time", says Lionel Bergoend, delighted by his decision. The new pop design of the shop is a deliberate departure from the usual. We interviewed him to talk about the project.

WINTERSTEIGER: How did The Easystore Flex ski racks come by their exceptional design?

Lionel Bergoend: "I have a stock of more than 500 pairs of skis and

wanted the ski racks to fit seamlessly into the shop design. So I took advantage of the option to customize the Easystore Flex front panels and made them a self-contained decorative element."

WINTERSTEIGER: How do you guide customers through the ski rental process?

Lionel Bergoend: "We use Easy-rent rental software and manage registrations using our 4 check-in terminals. We use the 3D scanner systematically when skis are rented or ski boots purchased. The effect on customers is amazing, we couldn't manage without it, either

in rental or in sales!"

WINTERSTEIGER: Since you rent out top-of-the-range skis, I imagine that the ski service is also very important?

Lionel Bergoend: "I took a chance on automation and invested in a Scout. This allows me to maintain a high standard of service quality for rental items. I am confident that top-quality service, automation, and the performance of the machine will help me expand my ski service to new markets as well."

WINTERSTEIGER: You provide a ski depot for your customers in the





sports shop. How happy are you with this?

Lionel Bergoend: "We have 30 ski storage lockers in the shop. I appreciate their functionality, quality, and appearance. Their imitation wood doors have a beautiful surface without the industrial character that often goes with this type of product. And the lockers

are the reason why customers to come to my store every day!"

WINTERSTEIGER: What is your view of this collaboration with WINTERSTEIGER?

Lionel Bergoend: "The start-up period I needed to establish this new company was very short and although I had many questions about setting up the business, they

were always answered quickly. The precise way of working and professional support have obviously helped me to bring this project to a conclusion as smoothly as possible."

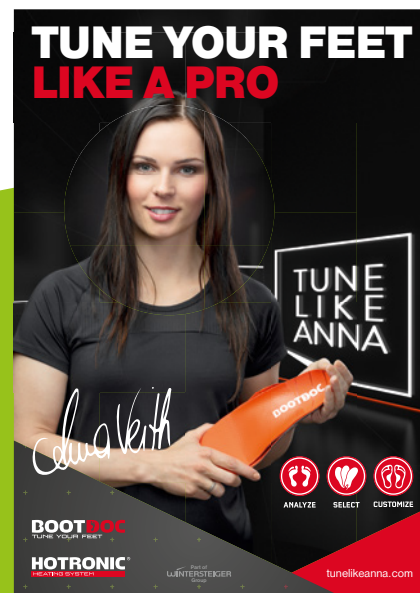
WINTERSTEIGER: Thank you for this fascinating insight and we wish you every success with your new shop!

Your success is important to us!

That's why we support you with effective advertising material from our Anna Veith campaign: Posters, stickers, and videos can be downloaded directly from tunelikeanna.com and/or ordered from our Customer Service.



tunelikeanna.com



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Number one in ski rental in just 2 steps

ISTA Skiarea in Cortina

Two years ago, the ISTA Cortina lift company took charge of managing the ski rental store, having previously leased it out for more than 30 years. Confidence in WINTERSTEIGER had been established the year before when successfully setting-up the ski depot with WINTERSTEIGER storage lockers, and the next investment was made: ISTA Cortina rebuilt and enlarged the ski service workshop and ski rental store.

Green is the favorite color.

The ski service workshop has been completely refurbished and equipped with a Mercury L sdp automated ski service machine, a Basejet automated base repair device, an Omega B belt grinding machine, and a Waxjet Pro waxing device. ISTA Cortina previously only processed its own rental skis, but with the new Mercury, the company has successfully launched a customer ski service. For Giovanni Costantini (Operations Manager), this is a big step forward in the

development of the company: "The Mercury is very easy to use and the quality is simply incredible - many ski instructors are now coming to us to have their skis prepared!"

The ski rental store has been equipped with Easystore Flex ski racks with customized front panels in a wood design and a separate drying room for ski boots with Premia dryers, as well as new Easystore rental furniture. ISTA Cortina also uses a "future of ski rental"

system with Easyrent check-in terminals and online reservation, the Easygate customer management system, the 3D Vandra foot scanner, and the Sizefit and Caliper adjustment devices.

CEO Alberto Dimai is highly satisfied with his new ski rental store – ISTA Cortina has achieved 30 % more sales so far with this investment.



From the left: Alberto Dimai and Giovanni Costantini with their service staff



Wood design rental center and ski depot

Lefay Resort & SPA Dolomiti

The new "Lefay Resort & SPA Dolomiti" is surrounded by the magnificent scenery of the Dolomites, a UNESCO World Heritage Site. The new resort has been completely rebuilt and WINTERSTEIGER assisted the company with all the planning and installation for the rental center.



The ski depot storage lockers have been designed with wrapped metal double-doors in a natural beech wood-look and feature the Brenta mountain range.



Furniture and Easystore Flex front panels in natural Hamilton Oak (Egger decor) with Premia dryers





Bründl Sports Planet Planai

© Bründl Sports/Christian Wöckinger

Bründl Sports Planet Planai, 3 times in Saalbach (in picture Planai)

Rental projects 19/20

AUSTRIA

Aparthotel Pure Ehrwald, Ehrwald
 Element3 Sportshop, Hotel Schloss
 Leoben, Kitzbühel
 Gerlitz-Kanzelbahn-Touristik, Annenheim
 Hotel Kirchheimerhof, Bad Kleinkirchheim
 Intersport Frühstückl, Obertauern
 Lechtal Sports, Fam. Moosbrugger, Bach
 Manuel Briendl, Mittersill
 Rentworld Noichl, St. Johann in Tirol
 Sport 2000, Norbert u. Sabine Burtscher, Ried i. O.
 Peter Gumpold, Hinterglemm
 Bründl Sports Planet Planai, Schladming
 Rohrmooser Erlebniswelt, Schladming Rohrmoos
 Sport 2000 Ruetz, Westendorf
 Skischule Keiler, Aschau im Zillertal
 Bründl Sports, Saalbach (3x)
 Sport Holzner GmbH, Obertauern

Sport Im Ort HandelsgesmbH, Flachau
 Sport Noichl, Kitzbühel
 Sport Pangratz & Ess, Lech Am Arlberg (2x)
 Sport Scherz, Donnersbachwald
 Sport Schwarz, Berwang
 Sportshop Skirent Lachtal, Schönberg
 Vasold Ferdinand, Liezen

GERMANY

Frk Trading, Winterberg
 Gürteler Sport, Eglharting
 Martin Sport, Neunkirchen
 Outdoor Recreation, Wiesbaden
 Outdoor Recreation, Stuttgart-Moehringen
 Ski Schule Sprengel, Garmisch-Partenkirchen
 Ski- und Bikeverleih, Garmisch-Partenkirchen
 Skischule Michi Gerg, Lenggries
 Sport Luck, Oberhof

SWITZERLAND

Decathlon Marin, Marin Epagnier
 Decathlon, St. Gallen
 Decathlon Biel/Bienne, Biel
 Decathlon Villeneuve, Villeneuve
 Hotel Ibis, Chur
 Intersoc Suisse, Flims Waldhaus
 Kempinski Grand Hotel Des Bains, St. Moritz
 Ochsner Sport, Alle Filialen
 Transa, Bern
 Willy Sport, Zuoz

FRANCE

Abc Sport, Morzine
Absolut' Sports, Avoriaz
Au P'Tit Pingouin, Villard Reculas
Aussois Sports, Aussois
Bc Sports Company, Cauterets
Chantier Apex2100, Tignes
Daniel Cruz Sports, Chatel
Ecrin (L') Blanc, Courchevel 1650
Free Sport, La Clusaz
Gaby Sports, La Bresse
Gentianes 2 Sports, Orcieres Merlettes
Glatigny Sports, Peisey Nancroix
Jeandet Sports, Demi-Quartier
Kyrllis Sports, St Sorlin D'Arves
Ledam, Lanslevillard
Melezes Sports, Bonneval Sur Arc
Pleney Sports, Morzine
Sa Gaby Sports, La Bresse
Sakura Snow, Peone - Valberg
Sarl La Marmotte Sports, Loudenvielle
Sas Fdh Chamonix, Chamonix Mont Blanc
Simond Sports, Flaine
Sivom De Chamechaude, Sarceñas
Ski Republic / Precision Ski, La Plagne
The Hub, Les Gets
Université de Strasbourg, Strasbourg Cedex

SPAIN

Cetursan, Sierra Nevada - Granada
David Selles Algado, Sierra Nevada - Granada
Eivasa, Astun-Huesca
Junta del Valle de Salazar, Pamplona-Navarra
M Plus Ruda, Baqueira Beret- Lerida
Megasport, Hospitalet De Llobregat
Monitor Tecno, Sierra Nevada - Granada
Ski Service Baqueira Beret, Salardu - Lleida
Snow Ink Sierra Nevada, Sierra Nevada - Granada

SLOWENIA

SD Novinar, Cerkno
Vita, Marketing, Trgovina In Sport,, Trebnje

CZECH REPUBLIC

Ski a Bike Centrum Radotín, Prague
Snow-How-Cr S.R.O. Warehouse,
Humpolec-Brunka

ITALY

4810 Sport, Courmayeur
Club Mediterranee Pragelato, Pragelato (To)
Decathlon Italia, Mestre
Decathlon Italia, Udine
Decathlon Italia, Fiume Veneto
Decathlon Italia, San Giovanni Lupatoto
Ista, Cortina D'Ampezzo
Lefay Resort Dolomiti, Pinzolo
Mio, Ortisei
New Sporting, Sauze D'Oulx
Noleggio Sci Rindole, Andalo
Nolo Sci Tofana, Cortina D' Ampezzo
Proshop Rossignol, Reana Del Rojale
Serafini Sport - Norma Inama & C.,
Madonna Di Campiglio
S.C.F, Livigno
S.C.I. Santa Caterina Impianti,
Santa Caterina Valfurva (Sondrio)
S.I.B. - Societa' Impianti Bormio, Bormio
Ski & Bike Rental Bamby, Castelrotto
Ski and Mountain 360, Monte Terminillo
Ski Art, Commezzadura
Ski Service Lorenzini, Selva Di Cadore
Snowboard's House, Passo Del Tonale - Vermiglio
Sport Azzurro, Livigno
Sport Edoardo, Corvara In Badia
Sport Gardena, Ortisei
Sport Tenne, Sankt Valentin An Der Haide

GREAT BRITAIN

Anything Technical Limited, Kendal/Cumbria
Glasgow Ski Centre, Glasgow, Scotland
Valero Oil Refinery, Pembroke, Wales

FINLAND

Rukakeskus, Rukatunturi

GEORGIA

Goderdzi Snow Sports Academy, Batumi

UKRAINE

Bukovel, Ivano-Frankivsker Gebiet

BULGARIA

Infosport Ood, Sofia
Ulen, Bansko

USA

Affinity Delta Hotel, Whistler
Four Mtn Sports, Aspen
Bretton Woods Ski Area, Bretton Woods
Christy's Sports, Telluride and Lakewood
Classify Yourself, Mtn View
Copper Mountain, Copper Mountain
Eldora Mtn Resort, Nederland
Four Mtn Sports, Aspen
Georg's Ski Shop, Brian Head
Getboards, Big Bear Lake
Hillberg Ski-Area, Anchorage
Mcu Sports, Boise
Monarch Ski and Snowboard Area, Salida
Mount Sunapee, Newbury
Mt Mansfield Co - Stowe Mt Resort, Stowe
Okemo Rental Repair, Ludlow
Park City Mtn Resort, Park City
Pete Lane's Mountain Sports, Sun Valley
Rei, Boulder
Schweitzer Mtn Resort, Sandpoint
Shooting Star, Teton Village
Ski-N-See, Sandy
Ski Pro, Phoenix
Sun & Ski Sports, Mammoth Lakes
The Canyons, Park City
Welk Resort Group, Breckenridge
Winter Park, Winter Park

CANADA

Centre De Ski Le Relais, Lac-Beauport
Evo/Excess Ski, Whistler
Fairmont Hotel, Whistler

JAPAN

Mt. Jeans Ski Resort Nasu,
Nasu-Gun, Tochigi-Pref
Tat, Fuchu-Shi, Tokyo

TURKEY

Aikoçlar Hotel, Uludag
Eskapi Kar Sporlari, Istanbul

ANDORRA

Viladomat Sau, Andorre La Vieille



No carrying your skis back in the evening, no cold ski boots in the morning

Tauplitz Bergbahnen GmbH in Bad Mitterndorf

Tauplitz Bergbahnen GmbH took advantage of building renovations at the valley station to modernize the ski depot: the simple coin-operated lockers that used to stand here are gone, and now guests enjoy a spacious, modern ski depot spanning 3 rooms.



© Klemens Klinger

The spacious ski depot at Tauplitz with lockers for 2 and 5 people

Marketing Director Bernhard Michelitsch explains: "It was particularly important to us that guests should feel more at home. We want them to be able to leave the ski depot wearing comfortable winter boots and not have to walk around in their ski boots for après-ski activities or when going for a stroll or shopping. Number two on our wish list was for the ski room to look nice and clean overall. We have been very successful in both respects."

Lockers for two or for the whole family?

The 251 storage lockers for skis, poles, ski boots, and helmets can

be booked in two sizes: 233 lockers for two and 18 family lockers for five people. If the lockers for 5 are fully booked, guests will be able to get two lockers for 2 at a lower price. That way, you stay flexible.

We based the number of lockers and their sizes on experience.



© Klemens Klinger



At first glance: the elegant design.

At first glance, it is the high-quality design of the lockers that catches the eye – echoing the standard of quality elsewhere at the "Tauplitz" ski resort. The wood-look doors are designed with a silver wrap and fitted with a scratch protection pad, "so that guests do not have to worry about putting their skis down. Our depot should stay looking this good for a long time," explains Bernhard Michelitsch

Technical refinements.

Ski boots and helmets are dried by xDry air circulation, and the practical online locking system works with a ski pass, making it easy for guests to open and close their lockers securely. The mountain railway actively sells the ski depot at the cash desk. The company is witnessing a high demand for the depot and is receiving a lot of vacation reservations.

Bernhard Michelitsch has this to say about the transformation: "Christian Hinterschweiger from WINTER-STEIGER Project Management took a highly professional approach to planning, with great drawings and clear visualization. WINTER-STEIGER agreed to all our requests and it all went like clockwork, from ordering to delivery and set-up."

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SKI DEPOT

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BOOTDOG HOTRONIC



Holiday flats Waldesruh in Zermatt





Fit for the future with a top-class depot and "the future of rental"

Intersport Kitzsport in Kirchberg in Tyrol

The new Fleckalmbahn building ushered in a new era in Kirchberg – and not just because it's Austria's fastest cableway at 7 m/s. Intersport Kitzsport is also bearing this step into the future in mind – with a new, modern shop, 400 top-of-the-range storage lockers, and "the future of rental".



© Jens Ellensohn

The new Intersport Kitzsport is clearly focused on convenience. "The building is designed so that there is only a short way for the skier. The piste ends 10 m before the gondola entrance and the depot entrance", explains Marketing Director Stefan Schwingenschlögl.

"Kitzsport flair" can be seen and experienced in the depot.

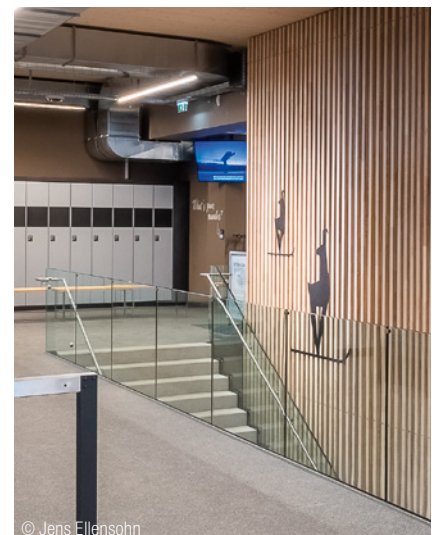
There was no compromise on quality in any of the 400 storage lockers for skis, poles, ski boots, and helmets, according to Schwingenschlögl: "As

a family business, we have relied on quality for almost 100 years, so it was never a question of making cutbacks in this segment. It was very important to us to bring that special 'Kitzsport flair' feeling to everything in our shop, as well as in the depots."

Design with fine grinding at the helm.

The new top-of-the-range lockers are particularly elegant in design and also save energy, thanks to their hybrid drying system. The body is covered with a special, extremely

durable coating and its subtle glitter effect really catches the eye. "Our CEO personally chose the crucial details of the design," says Schwingenschlögl.



© Jens Ellensohn



"The future of rental" convenience factor.

Rounding off the modern, customer-friendly shop on the Fleckalmbahn is a total of 10 "the future of rental" workstations. "We've noticed that the stress factor during peak hours decreases automatically when customers see when it will be their turn on the Easygate monitors. This is a big advantage for us, because we can guide the customer through the rental process so much

more easily," emphasizes Stefan Schwingenschlögl.

The Sizefit wow factor.

Both customers and employees benefit from Sizefit. Schwingenschlögl: "The convenience factor associated with Sizefit devices cannot be underestimated. Many customers are grateful that they do not have to take off their ski boots. And there is a noticeable wow factor as soon as the electromechanical sole

is 'extended'. For our employees, it's a huge improvement compared to the old shop, of course, because the flow of customers now splits up rather differently."

The collaboration with WINTERSTEIGER went smoothly, emphasizes Stefan Schwingenschlögl: "Support was always there during the design phase, which suited us very well. The partnership is well-rooted in company history and is based on trustworthiness."



NEW PRODUCTS

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SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC HOTRONIC

BOOTDOC HOTRONIC



A first class service for guests from cellar to rooftop

****S Boutique Resort Obermühle in Garmisch-Partenkirchen

In 2019, a new chapter began for the Obermühle Boutique Resort: the traditional 4-star superior hotel, a fourth-generation family business, was extensively expanded and completely refurbished in just 6.5 months. 47 new rooms, an "executive spa" with panoramic pool, a library, a games room with pool table, and more besides, plus a second storage area for skis.

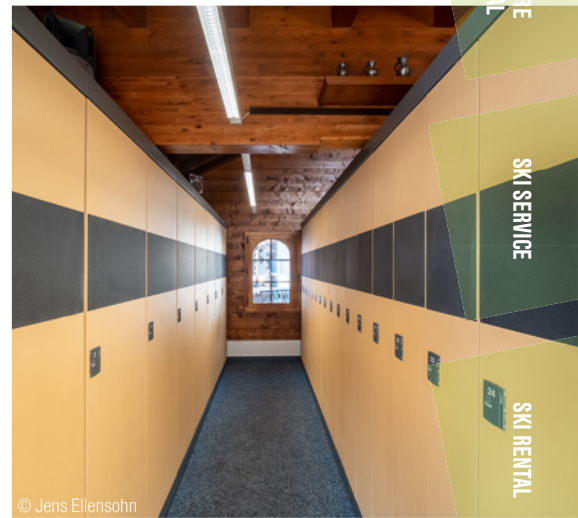
"The ski cellar has become an important service for our guests. We started 8 years ago with 12-pairs of ski boot on offer, and now we can comfortably accommodate all the equipment of 200 guests," enthuses Hotel Manager Christian Wolf. Helmets and ski boots are also dried dry overnight in the open Easystore Flex ski racks. "Our guests are very happy and we get a lot of positive feedback," says Christian Wolf. The ski cellar is operated in partnership with the Garmisch Zugspitze ski rental center: hotel guests receive a 20 % discount on ski rental, which is actively promoted by the hotel. 5 shuttle buses take skiers from the hotel to the slopes every day.





Restaurant Casa Rustica in Grächen

It isn't always party time! The traditional Restaurant Casa Rustica in Grächen decided to transform its bar into a ski depot last year. Although the bar was popular in every respect, they adapted to the new needs of the vacationers and started offering an additional, modern service.



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OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTS
HOT TONIC

BOOTS
HOT TONIC



Wasescha Sport in Savognin

The famous Wasescha sports shop in Savognin has built a highly innovative modular wooden structure on a second site right next to the valley station of the mountain railway. The building houses the future of rental, making it one of the most modern rental stations in the region. This is rounded off by a new ski depot on the upper story, which can be reached directly from the piste because of the gradient of the slope.





La Couronne in Zermatt



Radisson Blue in Andermatt



WINTERSTEIGER and Steurer are joining forces

WINTERSTEIGER, global market leader in ski service machines and ski rental solutions, and Steurer, a leading manufacturer of ski lockers based in Vorarlberg are joining forces. WINTERSTEIGER is set to acquire a 51% shareholding in the newly founded Steurer Trocknungs- und Aufbewahrungssysteme GmbH (STA GmbH). This acquisition is part of WINTERSTEIGER's ongoing strategy to strengthen the company's position as the leading supplier of turnkey solutions for the winter sports sector. The ski, storage, drying, and lock-

er systems will in future be sold exclusively under the WINTERSTEIGER brand, with the aim of serving its winter sports customers around the world even better, and to be able to provide an integrated

all-in-one offering encompassing depot, software, and ski service solutions.

Read the full article now:
wintersteiger.com/news



NEW PRODUCTS

THE FUTURE
OF RENTAL

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOCK
HOTRONIC

BOOTDOCK
HOTRONIC

Depot projects 19/20

AUSTRIA

Apparthotel St. Georg, Obertauern
Bergbahnen Aineck, St. Margarethen Im Lungau
Christian Stockklauser, Lofer
Die Tauplitz Bergbahnen, Bad Mitterndorf
Hotel Crystal, Fam. Mimm, St. Johann in Trol
Intersport Fischer Bergstation Acherkogelbahn, Oetz
Intersport Kitzsport Fleckalmbahn, Kirchberg
Mag. Nicole Neubacher, Gosau
Richard Mühlegger, Wildschönau
Skisport Hausberger, Fam. Antretter, Westendorf
Sport Brugger Fil. Gaislachkogelbahn, Sölden
Sport Bründl, Mayrhofen
Sport Herzog, Neukirchen
Sport Scherz, Donnersbachwald

FRANCE

Alpine Excellence, Tignes
Chantier Apex2100, Tignes
Deux Alpes Loisirs, Les Deux Alpes
Ecrin (L') Blanc, Courchevel 1650
Priams - Chalet 1839, Annecy
The Hub, Les Gets

SPAIN

Monitor Tecno, Sierra Nevada

ITALY

3 Zinnen, Innichen/Vierschach
4810 Sport, Courmayeur
Nature Hotel Delta - Alfreider, Corvara
Bepi Sport, Moena
Hotel Gran Baita, Courmayeur
Hotel Aaritz, Selva Val Gardena
Hotel Cristallo Andalo, Andalo
Hotel Grifone, Livinallongo Del Col Di Lana
Hotel Malita, Arabba
Ista, Cortina D'Ampezzo
Lefay Resort Dolomiti, Pinzolo
Mio, Ortisei
Noleggio Sci Rindole, Andalo
Punto Sport Ski Trab, Livigno
Residence Soel, Selva Gardena
S.C.F, Livigno
S.C.I. Santa Caterina Impianti, Santa Caterina Valfurva (Sondrio)
San Domenico Ski, Varzo
Snc Monte, Mezzana
Ski and Mountain 360, Monte Terminillo
Sviluppo Telecabine, Hone

SLOVENIA

Terme Zreče, Zreče
Vita, Marketing, Trgovina in Sport, Trebnje

USA

Pete Lanes Mountain Sports, Sun Valley
Steamboat Ski Corp, Steamboat Springs
Taos Ski Valley, Taos Ski Valley
The Snowpine Lodge, Alta

SWITZERLAND

Central Sport, Wengen
Hotel & Solebad Arca, Zermatt
Hotel & Sport Julien, Zermatt
Radisson Blue Andermatt, Andermatt
Iris Supersaxo, Saas Fee
Lauchernalp Bergbahnen, Wiler
Mark Sport, Bergün
Matterhorn Focus, Zermatt
Restaurant Casa Rustica, Grächen
Swisspeak Resorts Zinal, Lausanne
Wasescha Sport, Savognin

SERBIA

Hotel Gorski, Kopaonik

ANDORRA

Stockand, Encamp

RUSSIAN FEDERATION

Rtk Energetik, Moscow



BOOTDOC
TUNE YOUR FEET

boot-doc.com
hotronic.com

Your specialist for customized athletic footwear

BOOTDOC designs unique solutions for active feet that guarantee excellent comfort and performance when taking part in sport. What sets BOOTDOC apart is the most innovative analysis methods and products that are designed to meet the individual needs of each customer – specifically customers who seek out the latest advancements in development and technology.

BOOTDOC strives to be a part of this journey by supporting their feet and developing the tools for them to improve their performance.

HOTRONIC®
HEATING SYSTEM

HOTRONIC Heat Socks, Foot Warmers and boot and glove dryers complement the product range for customers.



The Best Friend of a Bootfitter

Bob Skinner's Ski & Sport in Newbury, New Hampshire

Since 1985 Frank MacConnell has been running Bob Skinner's Ski and Sport sports shop at the foot of Mount Sunapee in New Hampshire. He is a master bootfitter and former ski racer. Since the acquisition of Edgewise - Elite Ski Service in 2017, Bob Skinner's Ski & Sport also offers ski service for ski racing. Edgewise offered ski service the best Alpine ski racers for years, including the U.S. Ski Team. Frank has combined the highest quality boot fitting and top ski service under one roof.

To bolster his bootfitting efforts, Frank chose BOOTDOC's Vandra 3D scanner during a product demonstration at the Providence trade show in 2019. Even before his foot scan was completed – less than 15 seconds – he said: "I'll take the device!" While standing on the scanner, he imagined how the Vandra scanner would support him and his staff and raise their ski boot fitting to a higher level. After his first season, Frank MacConnell confirms that "the Vandra can do everything I imagined and fully meets all my expectations".

His employees also greatly appreciate their "new best friend" which gives them a better understanding of how footwear should fit and

which zones are most important. They find the right ski boots faster and the selection is usually successful after only two ski boot try-ons. This results in enormous time savings and allows employees to invest more in the subsequent boot fitting. According to Frank, non-specialists also benefit from the Vandra 3D

scanner: "They quickly learn how to fit ski boots with confidence. And customers are enthusiastic - they love the Vandra!" says Frank.



Doug Barton and Jen Kelleher during foot analysis with the 3D Scanner Vandra from BOOTDOC



Edgewise - Elite Ski Service" belongs to Bob Skinner's Ski & Sport since 2017. Frank MacConnell at the Mercury

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AUTOFIT – a success story

The new BOOTDOC Autofit system was eagerly awaited at ISPO 2019. After using the same vacuum technology for adjusting insoles for more than 20 years, it was a big but also necessary step to bring insole fitting in line with the state-of-the-art.

The new Autofit system combines rapid adjustment with the latest insights from insole preparation in racing. For the first time in insole preparation, the foot can be neutrally positioned on three points

of adjustment, so that the insole is adjusted to the foot with even pressure.

More than 10 bootfitting specialists in Switzerland bought the new

Autofit system in the first year. Their statements speak for themselves:

Gian Claudio Livers, Sport Beat in Flims:

“The customer benefits from a fast, precise, and visible process. The new BOOTDOC Autofit achieves excellent results. The customer immediately feels the difference and

the price/performance ratio is the best there is. We were able to significantly improve our sales figures with Autofit.”



Joel Burgener, Bayard Sport in Zermatt:

“Every customer is impressed by both the Autofit station and the fitting. The insole is adjusted and in

the ski boot in next to no time. It has never been so easy to sell insoles in custom-made quality.”



Pascal Schumacher, Intersport Flumserberg:

“The good fit is noticeable immediately which makes it highly plausible

to the customer, even producing a 'wow factor'.”



BOOTDOC Heroes



© Mirja Geh

Anna Veith
Ski racing



Veit Schumacher
Runner



Klaus Gösweiner
Ultra Trail Runner



Bill Crouse
Mountaineer



Thérèse Oberschmidleitner
Equestrian sports



Kyle Samine
Freeskiing



Team Felbermayr Simphon Wels
Cycling



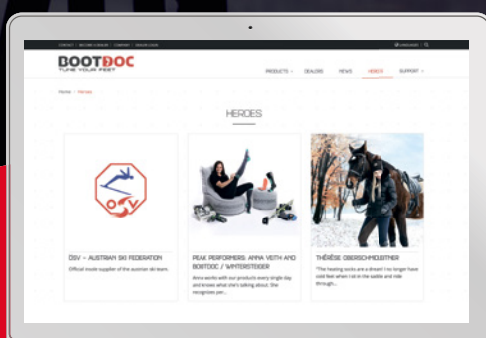
Official insole supplier of the austrian ski team.



Official supplier of the german ski national teams.



Official supplier of US Ski and Snowboarding



You can find all the stories of our Heroes at
boot-doc.com/heroes

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