

WINTERSTEIGER NEWS

Dear valued WINTERSTEIGER partner,

Good snow conditions and large numbers of visitors during the holiday weeks in February have compensated for the late onset of winter in many regions. There was a lot to do again in the ski workshops. Sharp edges were particularly important for guaranteeing fun and safety for winter sports enthusiasts faced with the compact snow.

On the issue of edge tuning, WINTERSTEIGER introduced the next generation of edge grinding machines with disc technology for skis and snowboards when presenting the new Trimjet 2 at the ISPO 2015. Oriented on the individual needs of our customers, we have developed a configurable grinding machine. Each operator has the possibility to add more upgrades to the machine, which already has a high quality in the basic version, and thus can even better cover special requirements such as for racing. Beside many improvements in detail for operation and ergonomics, the Racing Package and the R-Wheel package are innovations that boost quality and throughput.

In addition, interesting reports await you about projects that WINTERSTEIGER was able to realize together with its worldwide partners in 2014.

In the business with ski boots, which has remained stable, the BOOTDOC product line offers the chance to generate additional revenue with additional sales of BOOTDOC soles and compression socks. And not just during the winter season! BOOTDOC products also make it possible for you to generate additional revenue in the spring, summer and fall, specifically in the areas of running, trekking, and hiking. Thus you also demonstrate expertise and have satisfied customers that enjoy using the BOOTDOC products. Successful customers report about their experiences in this issue.

We would like to inform you that Wolfgang Berghammer has left our company after 17 years to take up new professional challenges. We thank him for the many years of excellent teamwork and wish him all the best for his future. Until things have been reorganized, your established contact partner will be happy to help you. Please feel free to turn to them first with your concerns. The WINTERSTEIGER team is at your disposal with the same familiar reliability.

Sincerely
Reiner Thalacker
CEO

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NEW:
Trimjet / Trimjet Racing

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Ski depot meets
every need

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Right place, right time

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Functionality built into
160 years of tradition

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Mobility project South
Tyrol, part 2

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Skiing north of the
polar circle

WINTERSTEIGER service and rental fair with a large selection of used machines on display

May 19 to 21, 2015 from 8:30 a.m. to 5:00 p.m.
at the WINTERSTEIGER Exhibition Hall at the company headquarters
in Ried im Innkreis, Austria



Product page
Trimjet Racing



Product page
Trimjet

Trimjet NEW:
Can be adapted to meet
your specific needs –
and even brought up to
racing level!

NEW: Trimjet / Trimjet Racing

The automatic edge grinding machine for skis and snowboards.

The Trimjet has been a prime example of how first-class performance can be combined with high efficiency levels for years now. The new updated version of this automatic edge grinding machine offers lots of improvements and even more

benefits. The creation of packages means that modules can be added to the basic model to raise it to racing level, for example.

Your benefits summed up:

Precise results

- Precise edge geometry thanks to disc technology
- All the grinding angles can be set individually and independently

Fast service

- Increased throughput thanks to a faster feed
- Runs automatically and grinds without using binding bridges

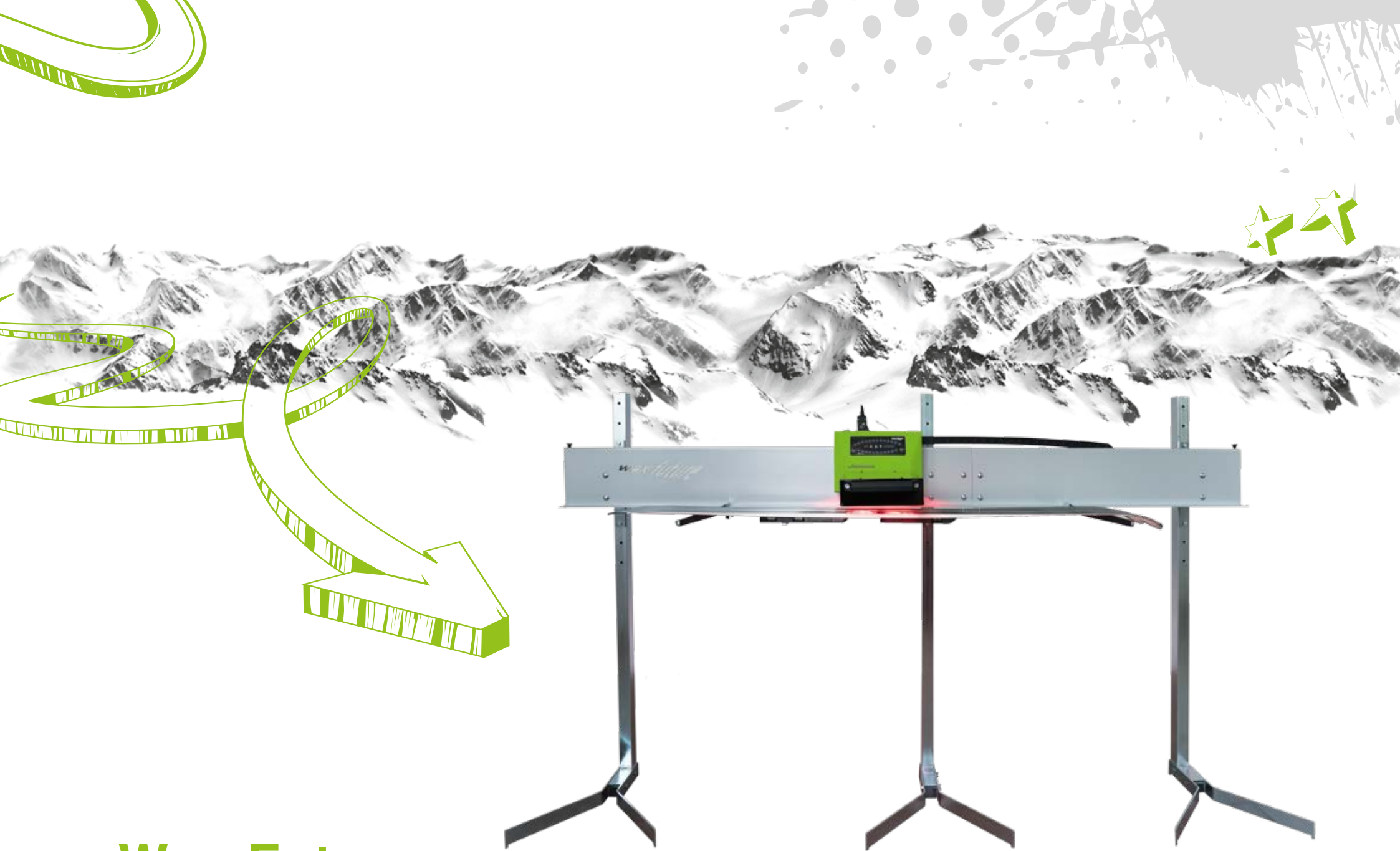
Easy to use

- Easy to operate via a fingertip touchscreen
- Programs can be accessed quickly using "Easy Go" quick-selection buttons

Perfectly tuned

- Customizable to suit your individual needs
- Excellently suited for rocker, all-mountain, freeride, touring and back country skis and snowboards





Wax Future

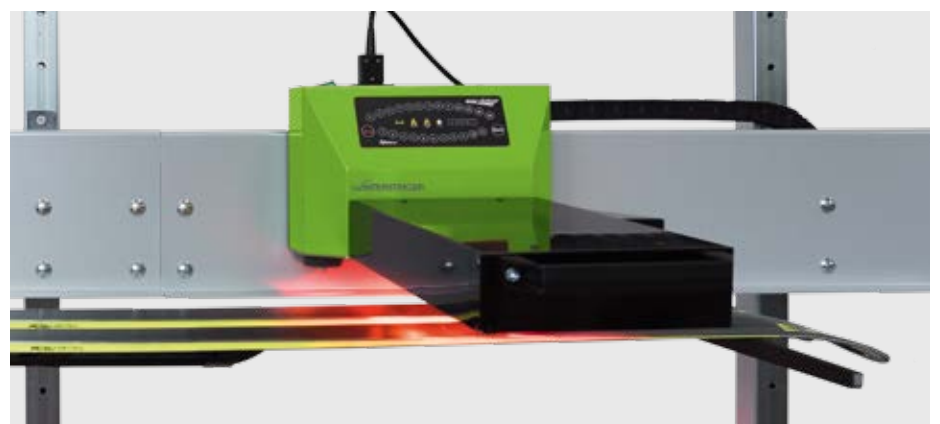
Waxing machine for skis and snowboards – the original!

The Wax Future is a world-cup-tested waxing machine for snowboards, alpine and cross country skis. Now you can provide high-level waxing and offer your customers race-standard waxing results. The Wax Future operates with infrared technology. After being applied, the wax penetrates even deeper through infrared radiation and therefore remains in the base material longer – for perfect gliding properties over long dis-

tances. There are 2 machines to choose from: **Wax Future Wall Speed** with two and **Wax Future** with one infrared heating lamp. Both waxing machines are equipped with speed regulation and numerous programs. The WINTERSTEIGER Wax Future waxing machines are conceived for daily workshop use: the 3-year guarantee is evidence of their robustness.

Your benefits summed up:

- Additional offer for your shop
- Greater wax absorption into the base material and consistent glide quality over long distances
- Easy to apply
- Fast and easy to use
- Modern and powerful user interface
- Uses wax sparingly
- Space-saving wall mounting
- "Speed ramp" for cross country skis
- 3-year guarantee



Omega RS 150 in the Norz sporting goods specialty shop and Racing Center Nordic.

The compactness of the machine and the good price-performance ratio have convinced Hannes Norz, owner of the sporting goods specialty shop directly on the slope in Seefeld, Austria: starting this season, he provides service for the skis of the recreational cross-country skiers and ski racers with an Omega RS 150.

"I discovered the Omega RS 150 at the ÖSFA 2014. No other manufacturer can offer the same structures and features," says Hannes with excitement.



WINTERSTEIGER



The first season with WINTERSTEIGER automated machines.

„Mercury customers“ report their experiences.



Peter Hanser, „rent and go“ ski rental in Kaltenbach, Austria.

"Our service volume has greatly increased in recent years! In addition to rental skis, we also service many customer skis and racing skis for various racing teams. We were therefore looking for a machine with which we would not only be faster, but could also provide very high quality service. Thanks to the precise clamping system, any structure can easily be ground with the racing software. The edge grinding with the electronically controlled disc system in connection with the tuning discs is definitely the best on the market and grinds perfect edges.

We decided on the Mercury L sdp because this machine configuration is only available from WINTERSTEIGER! The Mercury is exactly what we were looking for. 90 percent of the time, one of my staff is now working alone in the workshop, and we can provide top quality for racers and recreational skiers."



From the left: service technician Hans Kössler and „Ski-Doctor“ Peter Hanser



Andreas Spitaler, Spitaler Sports in Bozen (Eppan), Italy.

"We grind around 2,000 pairs of skis per year, and only the skis of our customers. For the most part, they are very high-quality skis. After many years of experience with competing products, we have now decided on an automated machine from WINTERSTEIGER – a Mercury M sdp.

We are convinced that the edge grinding is the best on the market. The Mercury provides me with everything I need for perfect edge grinding, from the disc technology to the perimeter-grinding technology for the base edge. The combination of both technologies has convinced us."



From the left: service technician Simon Schweigkoffler and Andreas Spitaler



Hans Graf, Intersport Graf in Grindelwald, Switzerland.

"Since I have been working for years to my satisfaction with Easyrent from WINTERSTEIGER in the rental network of the Jungfrau region, it was only natural for me to also seek a successful partnership with this provider in the area of machines. Early in 2014 we began looking into acquiring a Mercury L sdp ski and snowboard machine for our workshop. When I asked around among my colleagues in the Rent Network before making the purchase, the result was a positive picture that encouraged me even more to order the machine.

Now, six months after it was installed, I only have positive things to say about working with my Mercury. Now, with the suctionless feed system, we can easily treat even the most unusual ski surfaces. In the area of edge tuning, we can provide our customers with the sharpest edges on the market thanks to the disc finish. Working with the WINTERSTEIGER Mercury is an absolute win-win-situation for me!"



From the left: Hans Graf and Heinz Born (WINTERSTEIGER area sales manager)



A Discovery upgrade for the Mammoth Mountain ski resort.



The iconic Mammoth Mountain ski resort in California, which operates on an active volcano, hosts 1.3 million skier visits a year. Being the third most frequented resort in the United States, there is a large demand for tuning both consumer equipment, and several large rental fleets.

Mammoth has been operating two tune shops with the finish Shuttle, an in-line machine and Trimjet in each location. Due to a couple of low snow years,

tunes have been at an all-time high, which allowed for the opportunity for the Mammoth repair shops to upgrade both locations with a new Discovery: a Discovery sdp at the Canyon Lodge and a Discovery sdpf at the main lodge this season.

When asked about the long lasting partnership with WINTERSTEIGER Billy Glynn, rental and repair manager at Mammoth's Main lodge stated, "WINTERSTEIGER has been a great

partner to Mammoth. The company support and service have been great."

When asked why they went with the Discovery, Billy answered, "Mainly because of the versatility. We can now tune any width and shape of skis and snowboards on one machine that is able to keep up with our high volume demand." Mammoth's WINTERSTEIGER Tune Centers, each featuring the Discovery, are located at Mammoth's Main Lodge and Canyons Lodge.



Eric Young, Repair Supervisor at Mammoth Main Lodge with the Discovery sdpf

Sporting Life: Searching for a partner with foresight.



Sporting Life based in Toronto, Canada, has gone through many business evolutions since the foundation in 1979. Their goal has always been to provide high quality service but with the recent growth in their business from 2 to 6

sites that goal has taken on a renewed commitment.

Because of the recent expansion Sporting Life was looking for a partner on the tuning side of the equation. In

acquiring some existing stores they had machinery from several manufacturers so all options were on the table.

Expertise needed.

Jerry Rynda from Sporting Life explained that "we wanted someone with the vision and capability of helping us grow our service business". Sporting Life looked at all the tuning options that were available and after careful consideration looked to WINTERSTEIGER for the expertise needed. After purchasing a Discovery S two years ago, the Sporting Life team understood the strengths of machinery and support but the commitment level was rising.

This season, Sporting Life purchased a Mercury M sd and a Race NC for their

new Ottawa location along with a Mercury M sd for their existing Collingwood location and an Omega RS 350 for the new Toronto store.

Strong partnership.

When asked about their high expectations, Jerry said, "WINTERSTEIGER has provided us with highest quality of machinery, training and service to give our staff the support and confidence to provide a level of service to our customers that was not possible with the machines we had. Our strong partnership with WINTERSTEIGER and ongoing relationship is integral to our future plans as we try to provide the best possible experience for recreational skiers and athletes."





Markus Huser working with the Discovery



Andreas Allmann working on the Race NC



Skis that have been serviced in 5* expert quality

Ski-Service Center Wildhaus provides Ski service in racing quality.

Karl Allmann and his son Andreas are two who live and breathe the sport of skiing. In their Ski-Service Center in Wildhaus, they provide custom ski service up to racing quality and a ski delivery service that is unique in Switzerland.

As former ski racing athlete and ski instructor who has also trained ski instructors for decades, Karl Allman has skiing in his genes, and has passed these genes on to his son Andreas. Andreas Allmann also does work in ski development, and at Blizzard he developed the revolutionary full-suspension ski (a ski with an integrated oil-pressure shock absorber) and brought it all the way to series production. At

WINTERSTEIGER he applied his knowledge to the development of the Discovery II. This season, the two of them now also enjoy using their own Discovery.

Instead of a holiday cabin – the new Discovery II sdsp.

Karl and Andreas Allmann are proud of their new Discovery II sdsp – the fully automatic ski-servicing machine for skis and snowboards fills the half of their ski-service center. "It was quite a large investment, after all, for that money you could also get a nice holiday cabin," says Karl Allmann. But with the Discovery II, the Ski-Service Center Wildhaus is a step ahead of their competitors, because there are not many

more of these top-end machines in Switzerland. The Ski-Service Center Wildhaus also does grinding for sports shops that have outsourced their ski servicing, so that they make good use of their capacities.

World-wide exclusive: racing-quality service in sporting goods retail store.

In addition, the Ski-Service Center Wildhaus has invested in a Race NC racing service machine in order to be able to provide the same quality of service for structures as in the Ski World Cup competition. Until now, only national ski associations and companies involved in world-wide race servicing could provide service with a combination of Discovery II and Race NC machines.

But Andreas Allmann is convinced that the combination is something every skier can benefit from: "Even a beginner can tell the difference between skis that have been prepared well and those that have not."

Easy@Home: Ski delivery by mail.

Recently the Ski-Service Center Wildhaus has another specialty to offer: the postal service will pick up skis and deliver them back home after they have been serviced. The service can be organized via the Ski-Service Center homepage. This saves time for the customer, and the possibility of sending skis in a ski bag by mail to be serviced is comfortable and ecologically friendly.

Automation: Twice the service volume but less work.



Dieters Sport Shop in Westendorf, Austria, has been a family-owned company at the center of town for 37 years, and with the start of the season this year they now have a Discovery sdf machine with the Stone, Disc und Finish modules in their new workshop at the valley station. Markus Mayer, managing partner in the company, is pleased with the professionalism and the leap in quality that he has achieved with the fully automatic servicing machine for skis and snowboards.

WINTERSTEIGER: The new workshop is well-designed with the Basejet automated base repair machine to the left, and to the right the Discovery. How are you getting along?

Markus Mayer: Very well. The long planning phase and the good preparation with Franz Hartl (WINTERSTEIGER Area Sales Manager) have paid off. The room has practically been built around the machines. We widened the doors and moved walls so that we have shorter

distances to go. We also put a lot of thought into the machine configuration, and are now very satisfied with it.

WINTERSTEIGER: The customers see the machines from outside and just come in?

Markus Mayer: Yes, we run our operation as a "show workshop" where our customers can watch us at work. That wouldn't have been possible before, because the work was spread out over 5 manually operated machines and the processes were not easy to understand.

WINTERSTEIGER: And there was probably more staff in the workshop?

Markus Mayer: Yes, before the Discovery we had three times as many staff members here on the weekends, now Markus and I can manage everything between the two of us. Despite the fact that we now have doubled our service volume with the second location – altogether we have 1,100 pairs of rental skis.

WINTERSTEIGER: Is the new location successful?

Markus Mayer: The new location has made a good start and has exceeded our expectations by far. The number of private skis has increased because we can now provide an instant-service within 15 minutes. But above all, the service quality has increased greatly.

WINTERSTEIGER: So you are pleased with your Discovery?

Markus Mayer: We have been using machines from WINTERSTEIGER for 35 years now and have always been very pleased with them. So it was only natural to also go with WINTERSTEIGER when we took the step to automation.



From the left: service technician Markus Berger and Markus Mayer



Modern ski service workshop attracts customers.

The new Mercury L sd with loading unit and the modules Stone and Disc attracts customers like a magnet: the amount of service done has increased significantly since Sport & Mode Natter in Mellau, Austria made the change from manual to automated ski service.

Sport & Mode Natter purchased their first grinding machine in the 70s, and the family-owned business has been a faithful WINTERSTEIGER partner ever since. In the previous year, Johannes Natter modernized the main location in Mellau,

expanded the ski rental and built a new ski workshop. The step to automated ski service has had a positive effect, advertising the Mercury L sd has boosted business. Johannes Natter is enthusiastic about the new automated machine: "The Mercury is a great machine, unproblematic and reliable. We take advantage of the large number of grinding programs and can provide customers an individual structure. After initial training on the machine, the staff could immediately work well with the machine. That it is so easy to operate is a major benefit."

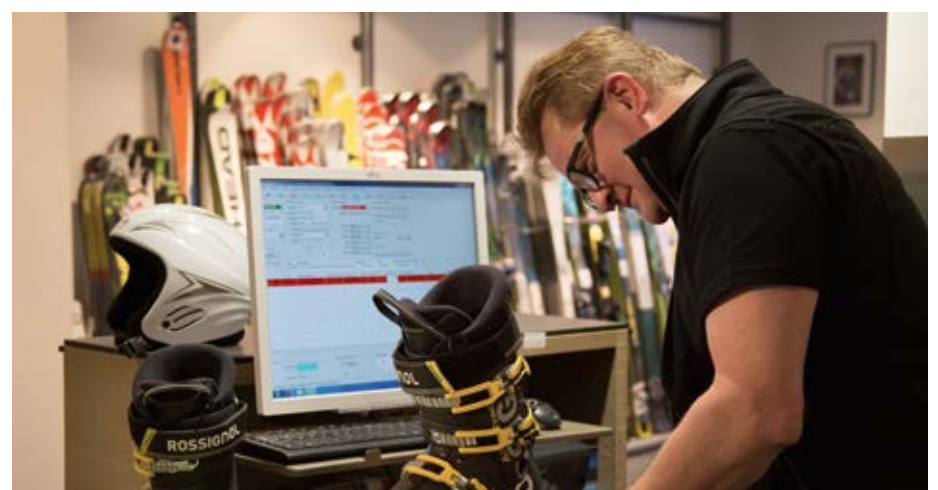
Flexibility with Easystore Flex.

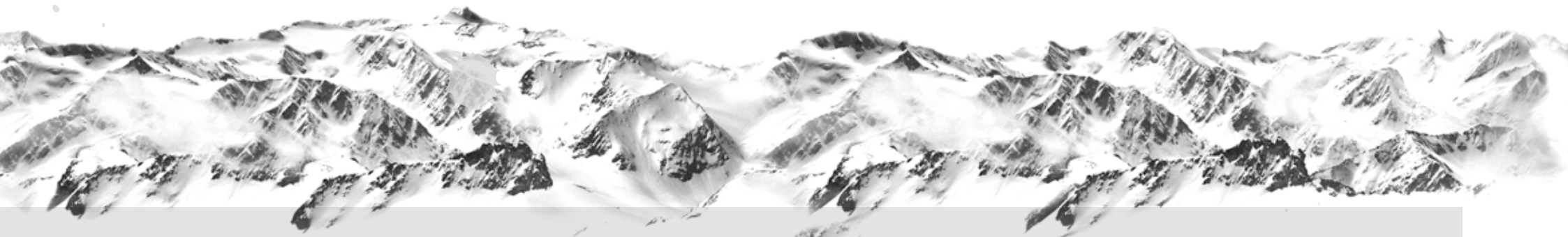
The ski rental was also modernized and equipped with the Easystore Flex rental system. 5 ski boot and helmet racks, as well as 4 ski and snowboard racks are in use every day. Johannes Natter: "Our new ski racks make the work much easier. When there's a lot going on in the rental shop, we still have everything under control. For the moment the front panels are still white, but we can imagine applying a decorative cover sometime later."

Never again without Easyrent.

Sport Natter has been using the WINTERSTEIGER Easyrent rental software for years. Their three locations – the main shop, valley and mountain station – are connected online with data synchronization. As a part of the modernization and expansion they installed an additional check-out counter and check-in terminal. "The operation has become even more professional. I couldn't even imagine the running company without Easyrent anymore," says Johannes Natter.

Photos: www.berge.at





Easystore storage lockers: Create your own system module by module.

Equipping ski rooms for mountain lifts, lift stations, hotels and ski rental services is an important issue with many facets. The demands of the respective operator on quality and aesthetics, as well as size and location of the rooms all play an important role in the planning.

WINTERSTEIGER fulfills customer needs in all these areas with the modular design. Based on long-year experience, important features have been identified and implemented in modules with which customers can put together their own individual locker system.

There are various locker sizes to choose from, as well as design elements like fronts, panels and covers, functional elements like ventilators, shoe and helmet dryers, or different locking systems, just to name a few.

If you would like to know more about this product, please turn to your contact partner at WINTERSTEIGER – he would be happy to provide you with detailed information about all available options.



Mountain railways and cable car lifts invest in ski depots.



More and more mountain railway and cable car lift operators are investing not only in new railways and lifts, but also in ski depots that are integrated in the buildings of their valley stations. This is intended to help build a tie between guests and "their" skiing region and provide them with the best service possible.

This includes:

- Individual lockers for secure storage of skis and snowboards
- Overnight drying systems for ski boots, helmets and gloves
- No longer necessary to tediously carry skiing equipment to the hotel or car
- Guests can take off their skis and dive directly into the après-ski fun.

2 business models.

The mountain railways and cable car lifts

operate on two fundamental business models: they either operate the ski depots themselves, or they rent the venues to local sporting goods retailers who are responsible for the operation of the depots and thus seek to win additional customer loyalty with the service.

Bardill Sport AG in Klosters, Switzerland.

In a successful example of such a partnership, the operators of the Gotschna mountain aerial lift in Klosters, Switzerland, have rented a room in their valley station for a ski depot to the Bardill Sport AG, a local sporting goods retailer. Christian Bardill invested in a modern and functional ski depot, and together with WINTERSTEIGER and Gladek-Technik the project was realized for winter sports visitors by the end of 2014.

The Rotenfluh lift in Rickenbach, Switzerland.



New depot for the Gotschna lift

The operators of the new Mythen mountain aerial lift in Rickenbach, Switzerland, chose the option of operating their own ski depot with direct marketing. In particular, the demand for ski depot lockers that could be rented for the entire winter season posed an unusual challenge for the investors. But once again, WINTERSTEIGER developed

and realized a tailor-made depot concept for this unique situation. And success was not long in coming: within a few weeks all the lockers were booked and the operators of the Rotenfluh lift are already talking about their ideas for expanding the depot.



From left: Urs Kälin (WINTERSTEIGER) with Nathalie Heuseler, Chairwoman, Board of Directors, and Remo Gwerder, Operation Manager



Ski depot meets every need.

In ski regions where the valley station is not directly in town, it makes sense to set up a ski depot directly at the lift. With this in mind, Paulo Sailer of Sailer Sports in Seefeld, Austria rented a room from

the mountain railway in Rosshütte. After remodeling the room, a ski depot with 168 lockers was installed. The lift ticket gives the guests access to the room and to their own individual storage locker. So that skis

and snowboards, ski poles, helmets and ski boots can all to easily find enough room, Paulo Sailer chose to install wide storage lockers. The heating and ventilation system, the ski boot and helmet

disinfection, as well as the integrated water pan to collect the dirty water all make the ski depot a model project. Paulo Sailer: "Our motto 'Only the best for our guests!' is really written all over this project."



Ski depot 1



Ski depot 2





Right place, right time.

A ski depot in a container.

Since December there is a new ski depot in Rauris, Austria, with 246 lockers distributed between the main depot at the valley station, a mini depot at the chairlift and a mobile ski depot in a container. Ing. Siegfried Rasser, Manager of the Rauriser Hochalmbahnen AG, tells us about the newest service for guests in Rauris.

WINTERSTEIGER: The ski depot in Rauris is spread out over 3 locations. How did that development come about? And why is there a ski depot in a container?

Siegfried Rasser: We wanted to create something to attract guests with the ski depot at the double chairlift in Kreuzboden. But the chairlift is supposed to be modernized in the next few years – with a new ski depot. When that is finished, we

can simply take the lockers from the container and move them to the new building.

Unfortunately, the snow came late in December, and we couldn't take the chairlift and ski depot into operation. So we made a quick decision to move the container and set it up at the main depot. Within four hours, the ski depot was on its way. Our electricians and your Easyrent technicians got everything back in running order, and the depot was soon completely booked out.

WINTERSTEIGER: How is the new ski depot doing? Are the customers satisfied?

Siegfried Rasser: The customers are enthusiastic! The utilization level is very good, on Saturdays we are completely

booked out by 2 p.m. Guests purchase a ski depot ticket together with their lift ticket. We used to have a 1-euro-depot without any drying system, but the jump to 5 Euros per storage locker has not lead to any complaints.

WINTERSTEIGER: You had compared numerous systems. What was it that finally convinced you to go with WINTERSTEIGER?

Siegfried Rasser: First there is the depot technology: the ventilator integrated into the locker provides air circulation and thus for a very effective drying process. In contrast to systems with heating elements, the surrounding air from the room is also blown into the locker. This current of air absorbs the moisture and transports it outside. The

air circulation also generates an excellent climate inside the locker.

The room temperature of 20°C is fully adequate, we dry for three hours in the evening and again for one hour in the morning. Afterwards, the ski boots are nice and dry. We also have a ventilation system in the building that runs parallel to the drying system in the lockers in the morning. Moisture and odors are transported away. That works perfectly.

Secondly, the expert advice and service were very good, and finally there is the price-performance ratio. We have calculated that the depot will have paid for itself in 3.2 years.

WINTERSTEIGER: Thank you very much for the interesting interview.



Ing. Siegfried Rasser, Manager of the Rauriser Hochalmbahnen AG





Ski depot at the Ski Service Punka, Sexten Dolomites, Vierschach, Italy

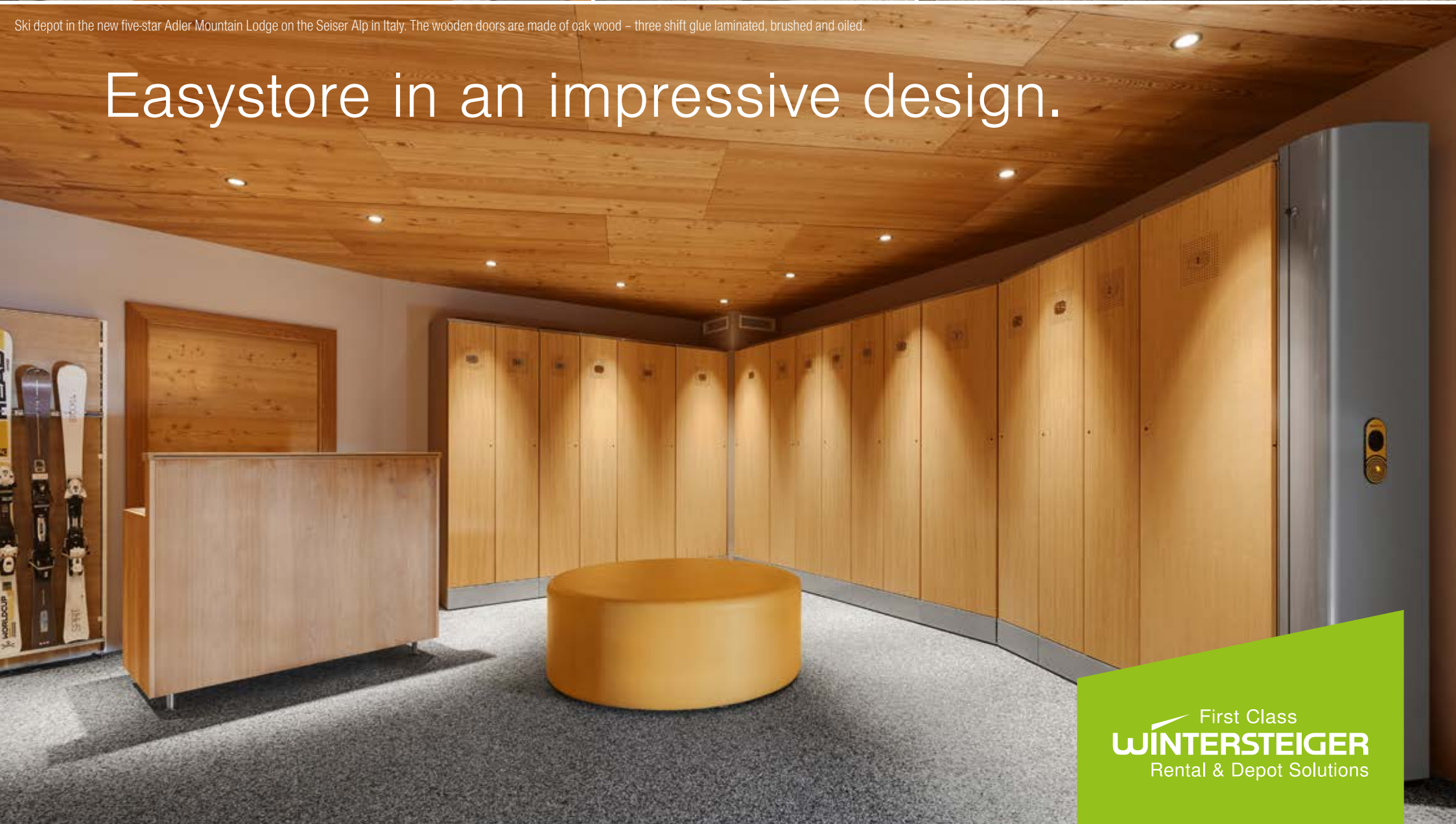


Ski depot at the ski rental in Sudelfeld, Germany



Ski depot in the new five-star Adler Mountain Lodge on the Seiser Alp in Italy. The wooden doors are made of oak wood – three shift glue laminated, brushed and oiled.

Easystore in an impressive design.





Easystore in an impressive design.



Ski depot in the Schwarzenstein Hotel in Luttach, Italy



Ski depot in the Mont Cervin Palace Hotel***** in Zermatt, Switzerland





Skidepot im Mont Cervin Palace***** Functionality built into 160 years of tradition.

Things change. But not, or at least not that fast, in the Mont Cervin Palace. Guests have been pampered for more than 160 years in the five-star hotel. At the heart of car-free Zermatt, a top location with a view of the Matterhorn. Opened in the year 1852, the hotel is one of the most historic buildings in Zermatt.

Preserving tradition means taking care of the existing infrastructure and also continuously modernizing it. The owners decided

around mid 2014 to bring the cellar ski room up to current standards and equip it with ski depot lockers with modern functionality. In close cooperation with the owners and the MLS Zermatt architectural office, WINTERSTEIGER developed a storage locker and ski cellar concept that does justice to the high demands on design and the technical requirements of the owners. The result: a ski cellar that sets new standards for functionality, design and quality.

Elegant and long-lasting.

250 m² of Pietra Courtil natural stone from the Aosta Valley and old burnt wood give the room an alpine charm and style. The fronts of the storage lockers display the beginnings of winter sports in Zermatt. Each hotel room has its own ski locker with an electronic locking system that is identical with the system for the hotel rooms. "One of the most beautiful ski rooms that we have ever made!" exclaims Daniel Kisslig, WINTERSTEIGER Switzerland branch office

manager. The locker in detail: enough room for two pairs of skis or snowboards, two pairs of ski boots, two pairs of ski gloves, two helmets, compartments for personal equipment. The ventilation system circulates the humid air out of the locker, ski boots, gloves and helmets are dried overnight – the best way to start the next perfect day of skiing.





BOOTDOC in a new look.

BOOTDOC presented itself in a new look at the SIA in Denver, USA, and at the ISPO in Munich, Germany. After completely redesigning the brand, BOOTDOC showed its new, modern look for the first time.

The "miracle socks."



One customer inquired about the "miracle socks" and meant the BOOTDOC compression socks. He had seen them at the Sport Stock ski depot in Kaltenbach, Austria, where skiers were running around in black, green and pink socks, praising them enthusiastically.

Helmut Stock from Sport Stock and his top salesman, Silvio Wildauer, were able to identify the miracle socks and offer the customer a pair of BD B9 compression socks.

The driving force.

Silvio Wildauer is a physiotherapist and extreme athlete who competes in 24-hour bicycle races. Before he came to Sport

Stock, he had run his own fitness studio. He assists athletes and organizes training camps. In short, Silvio Wildauer is a real pro when it comes to fitness and exercise.

He has been totally convinced by BD compression socks: "I never sell any ski boots without compression socks anymore. When they try on the ski boots, I have the customers wear their own ski sock on one foot and a BD sock on the other. The customers can feel the difference, the ski boot fits much better. Quite often customers come back later and buy several additional pairs."

Important: The right place in the shop.
An important step towards this success

was a change in the placement of the product: away from the conventional sports socks over to the ski boots. BOOTDOC decoration and sales displays have led to a very positive development in sales. The compression socks are also sold in the ski rental department. Many customers appreciate the service and enjoy the exceptional "skiing feeling."

For many occasions.

As a further sales argument, Silvio Wildauer reports that many customers do not just use the socks for skiing, but also for many other activities – for example cycling, or going out for a Glühwein (mulled wine). "There hardly comes a day that doesn't find me wearing the

socks myself," says Silvio Wildauer. In the meantime, all the other salespeople also wear the socks in the shop.

Individual advice concerning feet and footwear has always been an important part of the service provided by Sport Stock, because a foot analysis is an important factor driving ski boot sales: after the analysis, the best model is soon found, the customers feel more comfortable and the purchase can be made more quickly. For this reason, Sport Stock is planning to expand the boot fitting station so that BOOTDOC products can be given a better presentation area.



Silvio Wildauer has been convinced by the BOOTDOC compression socks.



Ski rental from Sport Stock in Kaltenbach, Austria



Success in custom fitting at the Mountain Shop.

Opening in 1937, the Mountain Shop has had a long tradition of servicing the climbing and skiing communities of Portland Oregon. The Mountain Shop has built a strong reputation as a quality service oriented shop over the years with a renewed focus on ski tuning, recently purchasing a WINTERSTEIGER Omega RS 350 and a Trim Disc 71.

Mountain Shop established itself as one of the top BOOTDOC dealers in North America. Dana Ham of the Mountain Shop explains why they chose to go with BOOTDOC and how their focus has been successful.

WINTERSTEIGER: The Mountain Shop has been focusing on customer service and custom fitting footwear with success for some time now. Why did you decide to switch over to BOOTDOC?

Dana Ham: To be honest the initial impetus to move to BOOTDOC came from the WINTERSTEIGER service side. We have a lot of WINTERSTEIGER machinery in the shop, and we have always been impressed by the level of service that they dedicate to their customers.

We slid into the 3D custom molded foot beds as a substitute for the brand that we had been using, and quickly discovered a much wider range of options and performance levels that allowed us to solve more problems, and better promote our custom foot bed services. Our experience with trim to fit, or drop in foot beds was pretty similar.

Once we had BOOTDOC products in store to use and compare with the other products we had been using, it was pretty apparent that the deep arch profiles and performance options allowed us to do much more to solve our customers fit problems. We currently use BOOTDOC foot beds almost exclusively in Alpine, Nordic, hiking, running, and cycling footwear. Our staff is very comfortable with the add-on sale and feel empowered to make strong recommendations that solve real fit problems.

WINTERSTEIGER: With your employees empowered, how do you translate that into the customer experience and choosing the right products?

Dana Ham: One of our most indispensable products by far is the Podoscope. Every conversation about boot fit starts with bare feet on the glass. We won't entertain a conversation about brand or model of boot until we see what kind of foot we are dealing with. The Podoscope shows us, but more importantly the customer, what their specific fit needs look like, and which foot bed, boot brand, and model best matches their needs. Our staff is well trained to prioritize arch length over foot size, and trim foot beds to maximize comfort and support. Every Alpine boot fit starts with a Comfort S7 foot bed in the appropriate arch profile replacing the stock sock liner before the boot goes on. The FF S9 has been our go to drop in for Nordic performance/skate, and Alpine touring boots.

WINTERSTEIGER: With both the employees and customers engaged in the fitting process, what steps have you taken to increase your turnover in custom fitting?

Dana Ham: It is interesting that the care we take on the front side goes directly to credibility and our reputation for fit expertise, which makes questions and conversations about custom foot beds more frequent and successful.

Our custom foot bed sales are up. We updated our foot bed molding equipment this year with the BD VAC III manual (vacuum cushion for generating a foot print), and a BD 3D Heater (appliance for the thermal fitting of insoles). It was a good move. The BD VAC is easy to work with and easy to train staff to use. As a result the quality of the custom product from any member of our staff is extremely good, and they are all confident and comfortable with the process.

WINTERSTEIGER: How has your overall fitting service improved since you have switched to BOOTDOC?

Dana Ham: BOOTDOC gives us the opportunity to tell a very consistent brand story and provide complete multi-sport fit service for our customers. The breadth of products available to us makes a tremend-

ous difference in how we tackle individual fit problems, and improve our customer's fit experience.



For Mountain Shop employee Dana Ham, the Podoscope is the most important BD product.

From diagnosis to solution, BOOTDOC has given our staff the tools they need to create a better outcome. They have confidence in BOOTDOC products. That is confidence that BOOTDOC has earned, and our business is better because of it.



BD BEEDEE 9 / BD SOUL 9

A high-quality compression sock from our high-performance series with "Tapevene" functionality.

- Custom fit with S & W calf widths
- Optimal stability thanks to the "Tapevene" function
- Always fits perfectly thanks to elastic zones
- Shin-protector
- Gradual compression: 18 – 22 mmHg (S) and 15 – 19 mmHg (W)
- Material: 80 % nylon, 20 % Lycra
- Sizes: XS – XXL



Easystore Flex

Custom-made solutions – the right choice for everyone.

1 La Scala, Flaine, France.

- Sports shop and ski rental for 350 pairs of skis, 40 snowboards, 420 pairs of ski and snowboard boots, 95 helmets
- Easystore Flex: Various modules, sometimes wall-mounted and sometimes used as a trolley for transportation
- Customer requirements: Modern and functional storage system, a design that emphasizes the value of the products and fits harmoniously in the room

2 Arthur Sports, Saint Sorlin d'Arves, France.

- Sports shop and ski rental for 600 pairs of skis, 70 snowboards, 700 pairs of ski and snowboard boots, 130 helmets
- Easystore Flex: Straight ski module with wide front panels
- Customer requirements: Practical and easy use in daily rental business. Wide fronts give an impression of openness and of the generous size it has to offer

3 2JPE Sports, Argentière, France.

- Sports shop and ski rental for 500 pairs of skis, 55 snowboards, 590 pairs of ski and snowboard boots, 110 helmets
- Easystore Flex: Optima drying module for ski boots with wide front panels
- Customer requirements: Uniform ski boot drying with one system. Ski boots stored behind an attractive design and hidden from sight

4 Intersport Fleiss, Bad Hofgastein, Austria.

- Sports shop and ski rental for 750 pairs of skis, 50 snowboards, 950 pairs of ski and snowboard boots
- Easystore Flex: Various modules with wide front panels
- Customer requirements: Modern design, fits well in the new store, as well as high storage capacity in a limited space







Mobility project South Tyrol, part 2.

Ski Service Center Punka as intersection between railway and slope.

Next to an old bunker, the Sextner Dolomiten AG built the modern Punka Ski Service Center. The "Ski-Train-Station" Vierschach – also newly built – next to the Service Center represents the second direct connection between railway and aerial lift, thus connecting the Sexten Dolomites and Kronplatz ski regions, which are among the largest in South Tyrol.

For the equipment for the Punka Service Center, the Sextner Dolomiten AG sought a partner in the realization of the overall project. As technological leader, WINTERSTEIGER was awarded the contract. In wise foresight, the owners have already planned for the possibility of future expansion of the ski rental and ski depot.

Reducing traffic. Increasing mobility.

The South Tyrol Mobility Project not only serves to reduce traffic in the Puster Valley, the development and modernization also provides for economical security in the ski regions and the towns. The Sextner Dolomiten AG, owner of the lifts and numerous alpine lodges, invested altogether 37 million euros in the Sexten Dolomites ski region: for the

Service Center, new slopes, lifts and snowmaking equipment. Thanks to the new railway connection, skiers can now catch a ride every 30 minutes from the Upper Puster Valley (Sexten Dolomites) to Kronplatz and all the way to Brixen.



Ski service workshop with Discovery sdp (stone, disc, polishing) fully automatic servicing machine, Sigma Eco belt grinding machine and Waxjet Pro hot waxing machine



Easyrent rental software with 3 check-in stations, 4 adjustment desks, 1 cash register for ski rental and 1 cash register for the ski depot



Ski rental with Easystore Flex rental system for 450 pairs of skis and Easystore shop furniture



Ski depot with 320 lockers



Ski Rental Sudelfeld, Germany. Ready for the rush!

The largest contiguous ski region in Germany, the Sudelfeld ski area, is only one hour's drive away from Munich. The number of daytime visitors is therefore quite large and continues to grow thanks to the modernization measures. For Michael Maier, the proud owner of the new ski rental service at the valley station of the Waldkopf six-seater chairlift, dealing with the rush is only a question of careful planning.

Michael Maier – qualified in business management and a ski instructor with many years of experience in the rental business – knows what matters: "You

can't let the guests wait too long, they must be able to find their way quickly and feel comfortable. That's why we put a lot of care into our planning, especially for the logical sequence of the processes in ski rental. In addition, we also offer instant servicing or binding adjustment – we get it done quickly and it's not complicated for the customer."

As a comprehensive supplier, WINTER-STEIGER delivered all systems ready to use. To provide enough storage for the large numbers of skis, snowboards, ski poles and ski boots, the space-saving hanging systems of the Easystore Flex

System were installed. Premia dryers were installed for drying and disinfecting the boots. The rental helmets are disinfected professionally with Easyfresh liquid disinfectant before they are put in the helmet dryer. The functional white Easystore shop furniture is presented in a visually attractive scene with wooden elements that were crafted on-site. The ski depot offers a combination of two-locker and four-locker cabinets as well as smaller lockers for storing backpacks, sport bags and shoes.

A central role in managing the daytime visitors comes to the Easyrent rental

software: 2 check-in terminals, 2 cash registers and 3 binding adjustment desks – all of them are connected with the software. The servicing workshop with a Sigma Eco grinding machine, a Polyman for base repairs and a Waxjet 93 round out the range of services at the ski rental in Sudelfeld.

Michael Maier praises the good teamwork: "Whether the installation of Easyrent or setting up the machines and the ski depot – everything went extremely well. For me personally, the best thing is that I have just one person to contact for all questions."



Michael Maier, owner of the new ski rental service in Sudelfeld





Skiing north of the polar circle.

The "Big Wood Ski Resort" is a brand new ski region in Russia, the northernmost in the world, about 150 km from Murmansk. WINTERSTEIGER staff member Matvey Koltsov tells us about this unique project.

WINTERSTEIGER: Equipping the ski rental at the Big Wood Ski Resort was a major project that took several years?

Matvey Koltsov: Not just from our perspective. The entire ski resort has been realized within the last three years. In the meantime, there are six chair lifts in

operation. We delivered the first storage systems for 400 pairs of skis in 2012. In 2013, the service workshop up at the mountain station with a Sigma SBI was added, as well as another ski rental for 600 pairs of skis with a ski depot down at the valley station in 2014. Thus the ski resort has a ski rental center that has been completely equipped by WINTERSTEIGER.

WINTERSTEIGER: The Big Wood Ski Resort is quite an unusual project due to the geographical location?

Matvey Koltsov: The Big Wood Ski Resort lies north of the polar circle, 250 km from the border with Finland. They have snow there for 8 months, and the ski season lasts until June. You could ski for 24 hours straight during the polar days. On the other hand, in the winter months there is very little sunlight, but the ski resort is completely illuminated with a floodlight.

WINTERSTEIGER: The customer Apatit OAO is also extraordinary. Why would a mining company build a ski resort?

Matvey Koltsov: Apatit OAO mines apatite in the region, which is used for the production of fertilizer. In order to help keep the inhabitants and of course their employees in the Kirovsk region, the company invests a lot in infrastructure and builds things like hotels and restaurants, and now also a ski resort. This concept is a success, the number of winter sports enthusiasts visiting is growing every year. Kirovsk is turning into an insider tip as a ski resort.

WINTERSTEIGER: Thank you very much for the interesting interview!





Technical customer service – a strong team!

A seven-man team in Ried manages the service for the entire German speaking market, coordinates the field service technicians and also takes care of export countries like Australia, China and the USA.



Reinhard Pfeffer

As "captain" of the team, Reini has altogether 46 staff members that serve the Alps region. He really enjoys heading up the technical customer service department, because he knows that he has a great team. And that not just at work – his team also enjoys getting together for recreation.



Emanuel Mayringer

Emanuel is responsible for Germany and is also the racing-guru in our team. He provides support for the ski associations, works together with ski manufacturers and does the schoolings and the basic programming for the racing service machines.



Franz Zeppetbauer

Franz "Zeppi" works in the export department around the clock, as it were. The senior chief has been in customer service since Carnival Tuesday 1996 – that is, for 19 years – which means of all the colleagues, he has been there the longest.

The "youngster" joined the customer service department in November of 2014, before that he spent seven years in the final assembly of the machines: Thomas knows every detail of the Discovery and the Mercury by heart. Which is a good thing, because with Tyrol and Vorarlberg he serves the areas with the highest concentration of automated machines. Another important responsibility: Thomas collects customer wishes concerning the automated machines and brings them into the product development process.



Thomas Neulentner



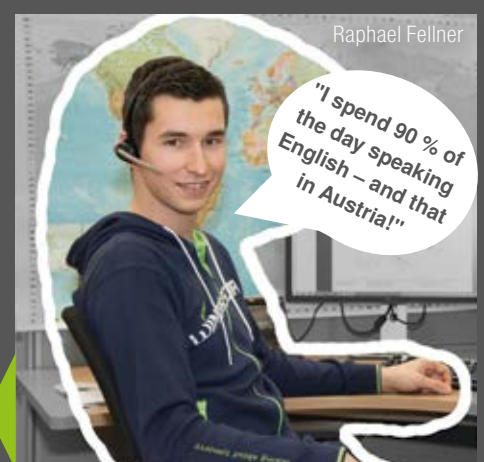
Christian Weber

The service technicians take turns doing duty on the weekends during the season. That adds up to seven weekends for each of them per season. Christian is responsible for the regions of Upper Austria, Lower Austria, Burgenland, Salzburg, Styria, Vienna, and Carinthia, and is also the equipment manager – he makes sure that the equipment of the service technicians is kept in good working order.



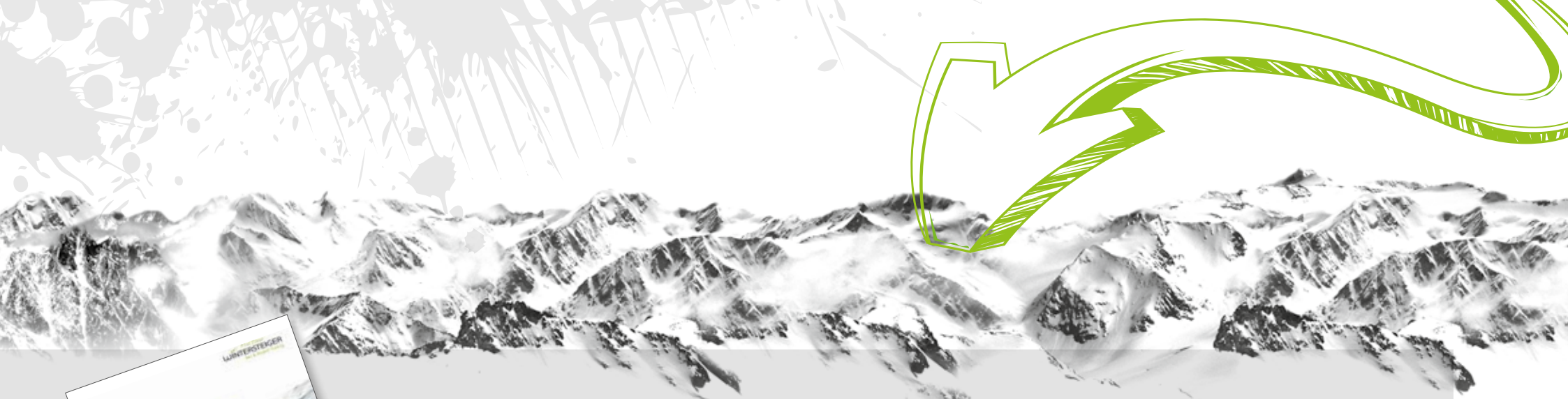
Simon Brenneis

His colleagues in the office can tell when Simon has one of his Swiss customers on the phone, because then they can hardly understand a word he says. Customer service is a field that Simon was practically born into – his father Johann Brenneis also works for WINTERSTEIGER and was a SPORTS service technician for many years. And as facilities maintenance supervisor, Simon also takes care of the showroom. He makes sure everything is ready when an event, trade show or customer presentation takes place.



Raphael Fellner

Raphael travels abroad quite frequently, and was recently at the ISPO in Beijing. The export "rookie" joined the technical customer service in August of 2014 and started his career like the most of his colleagues: with an apprenticeship at WINTERSTEIGER.



WINTERSTEIGER accessories Everything else you might need.

Is anything missing? You will be sure to find it in the new WINTERSTEIGER accessories catalog. The original accessories are designed specifically for your machine. And the assortment is oriented on our customers: we are constantly expanding it according to your wishes and recommendations.

Take advantage of our preorder offer. You receive a **5 % discount** on all orders placed by the end of June. So that everything is available in your workshop, rental and retail shop when it all starts again in the fall.

You don't have a catalog yet or need another one? Please contact our sales office team, and we will be happy to send you a copy of the catalog.

New: Super-light carbon binding-bridge now available in three sizes.

Due to the good demand, WINTERSTEIGER has expanded the assortment and now also offers the carbon binding-bridge for children's and cross-country skis.

- Children's skis: 110 – 145 cm, 110 g
- Adult skis: from 145 cm, 900 g
- Cross-country ski: 350 g

Your benefits:

- Back-friendly working position
- Flexible form that adapts to all skis
- Excellent grinding results



NEW: Easyrent online check-in.

As an alternative to our online-reservation service, you can now also offer your customers online check-in services. Just like for an airline flight, customers can already carry out their check-in at home or while travelling and thus shorten the check-in process on location: customers receive a barcode or

confirmation per e-mail with which they can identify themselves directly at the adjustment desks in the shop.

Whether per computer, tablet or smartphone and independent of the operating system (iOS, Android, Windows), the Easyrent web-based online check-in provides

a comfortable way to register customer data. You can adapt the data items to be requested (name, address, physical info, as well as type of equipment, pick-up location and time period) to fulfill your individual requirements and use them for marketing activities.

WINTERSTEIGER expertise in demand.

WINTERSTEIGER's experience in racing service served to explain the benefits of ski servicing to retail consumers. WINTERSTEIGER provided machines and knowledge for the production of film clips about ski jumping for the "Wissen ist Weite" ("Knowledge is Distance") documentary series of the Austrian National Broadcasting Company ORF.

Andreas Goldberger demonstrates ski servicing on an Omega RS 150 machine and explains what effect the right base structure has. The clip was broadcast in the context of the live coverage of the Ski Jumping World Cup, the Four Hills Tournament and the Nordic Ski World Championship in Falun.

