



WINTERSTEIGER

NEWS

2021

CUBUSAN

Preventive against flu and
corona virus mutations

POWER FIT SOCKS

More power,
optimal support
and better
regeneration

THINK BIKE

Automated
Bike cleaning

GLEIS O

The sports outlet in the railway station

VELOCLEAN

Indoor, stand-alone, and suitable
for e-bikes

JUPITER

The new planet in the
ski service universe

**ONLINE RETAIL
OR A BRICKS-AND-
MORTAR STORE:**

Why not both?

Put to the test

V-EDGE

STANTON SERVICE CENTER

EDITORIAL



Daniel Steininger, General Manager Division SPORTS

Dear WINTERSTEIGER Partner!

The year 2020/2021 doesn't need many words:

»»» **Challenges.**
Cooperation.
Digitization.
Opportunities. »»»

Despite all the challenges, we always think about tomorrow and for this we care about our customers and products every day. With innovative solutions such as the Cubusan air purifier, the Velobrush fully automatic bicycle washing machine or our centerpiece, the Jupiter, we always prove our innovative strength and our closeness to our customers.

We look to the future with confidence and wish you all good health and a rapid stabilization of the economic situation.

Yours in sport,

Daniel Steininger

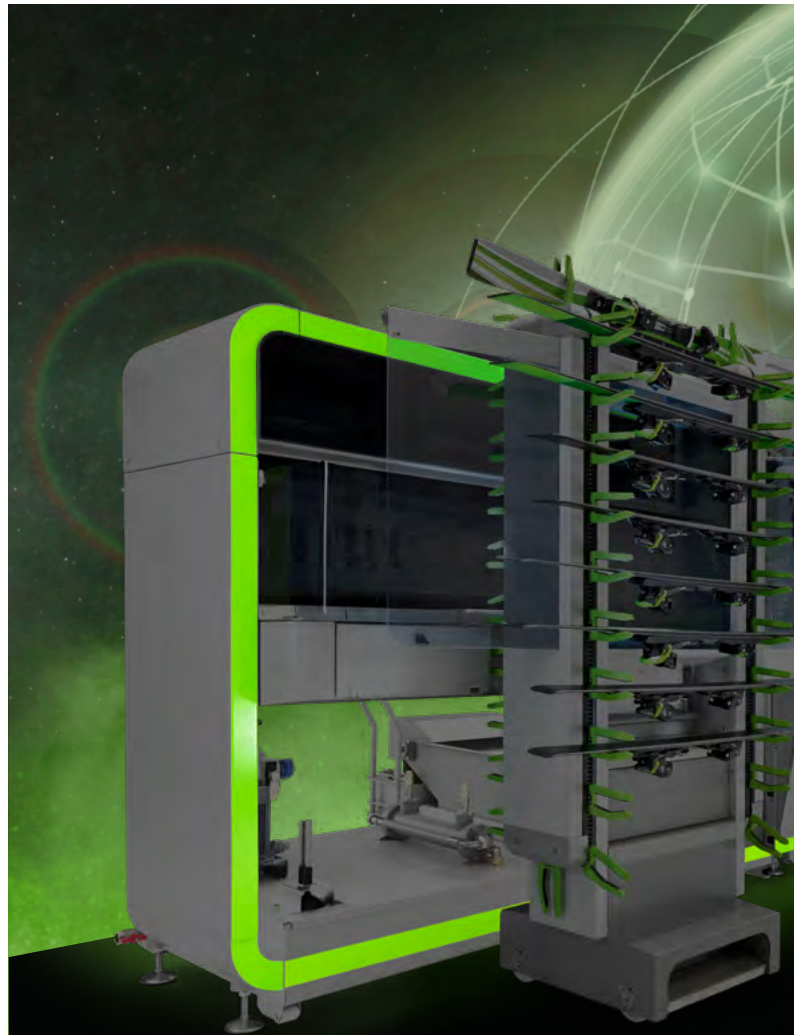
General Manager Division SPORTS



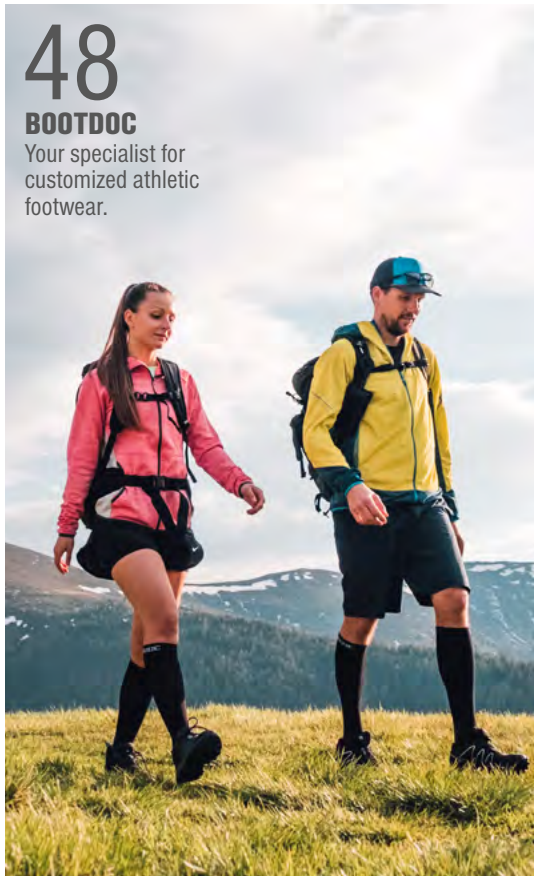
16 A whole new world!
In an interview with Christoph Bründl, who is "really looking forward to the new machine".



31 Official indoor air partner
More than 50 Cubusan cubes ensured permanently clean indoor air at the Hamburg European Open.



14 Jupiter
With the new Jupiter generation of automated machines, we take you on a journey into a new ski service universe.



48 BOOTDOC
Your specialist for customized athletic footwear.



06 Velobrush
Innovative cleaning concept with horizontal rotating brushes

CONTENT

Bike Services

- 06 Think Bike**
Product launch of the new
Velobrush and Veloclean
- 08 Get in the saddle with Easyrent**
Top on Mountain, Bike & Ski
Store/rental in Brannenburg
- 12 Veloclean: indoor, stand-alone,
and suitable for e-bikes**
bikesale solutions GmbH
in Brunenthal

Jupiter

- 14 The new planet in the ski
service universe**
Fully automated service system
for skis and snowboards
- 18 20 years of partnership**
ÖSV will rely on the Jupiter in
future

- 19 V-Edge put to the test**
Stanton Service Center in
St. Anton

Ski service

- 22 Scout**
A compact automated ski service
machine
- 24 Online retail or a bricks-and-
mortar store**
XSPO in Neuhaus am Inn
- 26 „Gleis 0“**
The sports outlet in the railway
station

Cubusan

- 30 Air purifier for room
disinfection**
Preventive against flu and corona
virus mutations
- 32 Tuxer Sporthaus**
"Feels like fresh air"

Ski rental

- 34 A new beginning after a
catastrophic fire**
Scherz Sport and Bike in
Donnersbachwald
- 37 ER_WIN 3D Foot Scan**
Hygienic. Fast. Easy.
- 38 Easyrent passes test season
in the Pyrenees**
Baqueira Beret ski resort in the
Lleida region of the Pyrenees

Ski depot

- 42 It doesn't get any easier than
this!**
Ski at Home in Tignes
- 44 Design and functionality**
Ski depot gallery

BOOTDOC / HOTRONIC

- 48 Power Fit Socks**
More power, optimal
support and better
regeneration
- 50 HOTRONIC for everyone**
Norse House Ski & Sport in
Stratton, Vermont

41

Home Series Talentum

Can be perfectly
adapted to the
spatial condi-
tions in chalets,
cottages and
modern apart-
ments through
individual design
options.

THINK BIKE.



Velobrush

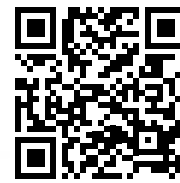
The bike wash station for fully automated cleaning.



The Velobrush impresses with its innovative concept using horizontal rotating brushes. An independent cleaning unit ensures tires and rims are cleaned. Fully closed system with attractive exterior protects against over-spray and ensures the work area stays clean.

Veloclean

The bike wash station for manual cleaning or pre-cleaning.



Discover now:
wintersteiger.com/bikeservices



One-Stop Bike Services



Veloclean

The bike wash station for manual cleaning or pre-cleaning.

Velobrush

The bike wash station for fully automated cleaning.

Easyrent & Easywork

Rental and service software.

Drying solutions

Sportswear, workwear, and business attire.

Easystore

Sturdy storage system for bicycles.

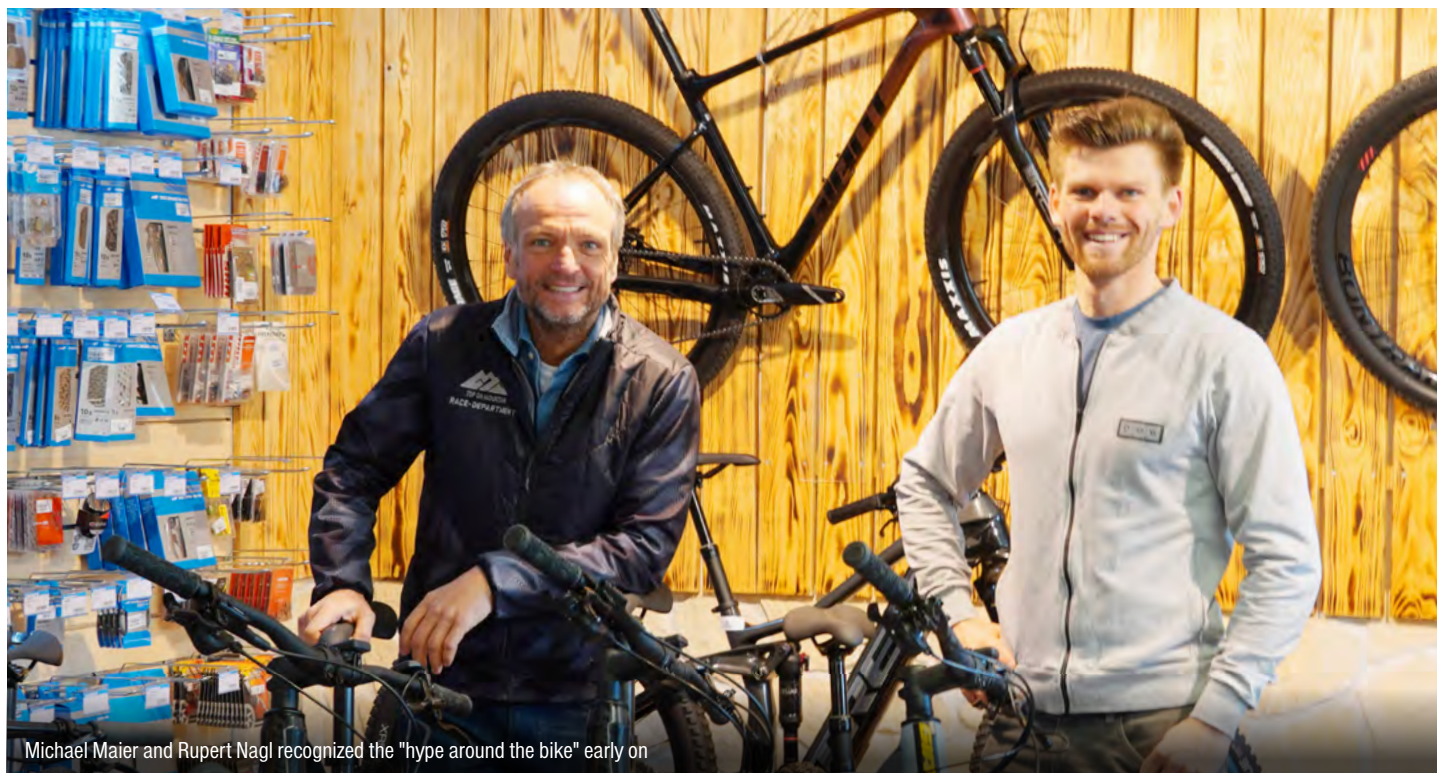
Do you have questions about our products?
Our Bike Services team is looking forward to
your inquiry: bikeservices@wintersteiger.at



Get in the saddle with Easyrent

Top on Mountain, Bike & Ski Store/rental in Brannenburg

The company "Top on Mountain" has grown to four sites since starting out in 2014, with a brand new ski rental store in Sudelfeld. It is now operating in Sudelfeld (2014), Bayrischzell (2015), Brannenburg (2019), and Oberaudorf (2020). The recipe for the success of Michael Maier and Rupert Nagl? Plenty of passion for mountain sports, absolute professionalism, and remaining open to new trends. And of course the strength of a successful family business.



Michael Maier and Rupert Nagl recognized the "hype around the bike" early on

The two entrepreneurs quickly recognized the hype around bicycles and heavily expanded the bike division at the sites in Bayrischzell, Brannenburg, and at the new branch in Oberaudorf. For Michael Maier and Rupert Nagl, this means not only hiring out and selling bikes, but the complete package including rider technique training, Trans-Alp tours with guides trained in-house, and corporate events.

"A new interface please!"

The two entrepreneurs use all WINTERSTEIGER product groups, including the Easyrent rental software for the bike division. "Easyrent is perfect for rental and we have worked together to optimize it for sales too," explains Rupert Nagl. With a great deal of foresight, Michael Maier and Rupert Nagl set out their requirements to the Easyrent team, in order to make their

daily work simpler and more effective. This is how the Easyrent interface to Veloconnect came about. Veloconnect is an open B2B interface for maintaining article master data and is supported by 100 suppliers for the bicycle retail sector. Rupert Nagl explains: "There are thousands of small parts in bike sales. Veloconnect prepares the data in such a way that this results in no further effort for us as retailers. Without the interface to Easyrent and the import,



Processes become more efficient with Easyrent

we would have to manually enter and check 11,000 articles. So far, we have experienced no errors with the interface. It's been running well, just as a faultless merchandise management system should."

The friendly collaboration is a win-win for both parties and shows just what the great combination of innovative spirit and trust can achieve. "We entered into a working relationship with WINTERSTEIGER with positivity. The chemistry is good and we continue to

mutually develop," enthuses Michael Maier, adding: "The trusting relationship with Gernot and Peter is hugely valuable to us; we greatly appreciate their commitment and reliability."

Bike Services

Jupiter

Ski service

Bike & Ski Store

TOP ON MOUNTAIN



Achieving a great deal together: Peter Maniak (WINTERSTEIGER Area Sales Manager), Rupert Nagl, Michael Maier, and Gernot Chalupsky (WINTERSTEIGER Easyrent)

Ski rental

Ski depot

BOOTDOC
HOTROINC



Used by professionals: Veloclean cleans bikes at Scott Sports

Scott Sports France in Annecy le Vieux

The new Veloclean is used to clean all types of bicycles in the Scott Sports France workshop. The bike washing station is employed on the company's premises as well as being taken along to events. One of the main highlights of the Veloclean is its particularly low level of water consumption: In a closed cycle, the Veloclean can handle approx. 100 bikes before the water needs to be changed. This equates to only 2 l of water being consumed per bike compared to 15 l using a high-pressure cleaner.



CEO Richard Collomb Patton and his team are delighted with the efficient Veloclean cleaning station.



Summer operation successfully underway

Morassi Sport in Ravascletto

This year, Morassi Sport decided to open in summer for the first time, and to offer a bike rental service in addition to clothing. Impressed by the compact Veloclean, owner Edi Morassi picked up the cleaning system himself from WINTERSTEIGER Italia in La Villa. The Veloclean is situated in front of the store at the Ravascletto cableway. The machine is a real eye-catcher and attracts the interest of cyclists!



Owner Edi Morassi is delighted with the new Veloclean.



Eye-catching Veloclean at Morassi Sport

Bike Services

Jupit

Ski service

Cubusan

Ski rental

Ski depot

BOOTDOC
HOTROING



New bike rental service: WINTERSTEIGER is on board

Fassa Rent – bikes and skis in San Giovanni di Fassa – Pozza

Fassa Bike opened a new bike rental store including servicing in spring. The company chose WINTERSTEIGER - known as a reliable partner for ski rental and ski service solutions - for rental management and bike cleaning. The Easyrent rental software, including online reservation and online check-in, fits perfectly into the business concept. Fassa Rent plans to establish close cooperation with hotels in the region and to make bikes available to guests directly in the hotel after pre-booking.



Gentle, thorough cleaning with the Veloclean bike wash station



Veloclean bike washing station: indoor, stand-alone, and suitable for e-bikes

bikesale solutions GmbH in Brunnthal

bikesale.de is Germany's leading online platform for used and new premium bikes and e-bikes. All bikes are available both online and in the company's outlet store in Brunnthal near Munich.



From left to right: Workshop Manager Petre Ciocoiu, Operations Manager Stefan Huber, and Mechanic Daniel Junker

Since December 2020, the company has been cleaning used bikes with the Veloclean manual bike washing system. The bikes have to be squeaky clean for resale. Once they have been cleaned, they are photographed, and then put up for sale online. Stefan Huber, head of bike maintenance and cleaning, explains that: "We were looking for an indoor solution. Before the Veloclean, we had to clean the bikes outside, which was espe-

cially difficult in winter. The Veloclean is very clean to use and consumes virtually no water. We only need to fill the water tank every six weeks to clean around 15 bikes per day." Since the Veloclean is a totally stand-alone system, it does not need a water connection or drainage outlet and can therefore be set up anywhere.

Stefan Huber considers the biggest benefit to be the gentle cleaning of the e-bikes: "E-bikes account for up to 80% of our sales. The Veloclean enables us to clean the bikes without damaging their sensitive components. This was an issue with the steam cleaner that we used before." The integrated spray gun, a vaporizing cleaning device, completes the cleaning process using a mixture of water and air at a cleaning pressure of around 4 bar effortlessly and in no time at all. We use the Veloclean to get 15 bikes per day in perfect shape for resale.



250 bikes cleaned at the E-Bike Cup!

With 634 starters, the open E-Bike Cup 2021 in Ischgl was a complete success: including for Veloclean. More than one in three made use of the bike washing service and our team cleaned 250 bikes quickly, thoroughly, and with no harm to the environment! The portable Veloclean proved to be ideal for this event. The foam nozzle in particular captured the attention of many a smartphone camera: as soon as the bike had been foamed from top to bottom, a souvenir snapshot was simply a must!



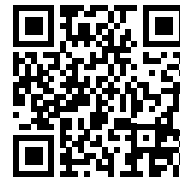
JUPITER

THE NEW PLANET IN THE SKI SERVICE UNIVERSE.

NEW



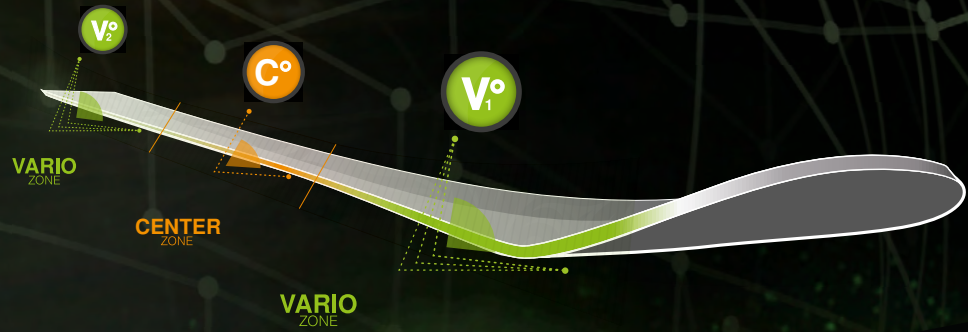
Striving for innovation, always staying one step ahead, anticipating and helping to shape the future – this has distinguished WINTERSTEIGER for decades. With the new generation of Jupiter automated machines, we are taking you on a journey to a new world, where the latest innovative features improve snow sport service. From variable V-Edge tuning technology for the perfect ski experience to the new "Trim Cut" for sidewall planing to speed service, WINTERSTEIGER offers new solutions in the ski service universe.



Discover now:
wintersteiger.com/jupiter

V-Edge for variable edge angles.

The best edge tuning improved! The edge is ground with variable angles in the tip and tail areas, and at a constant angle underfoot – on both the base edge and side edge. V-Edge works with the three performance categories that are also provided in the Tune Pilot, to provide tried and tested parameters efficiently and, optionally, with automatic ski recognition. Perfect edge grip and easy turning of the ski are combined for the ultimate skiing experience. V-Edge is available for the disc module and the polishing module.



Trim Cut for side wall removal.

With Trim Cut for automated sidewall removal, WINTERSTEIGER has achieved a total innovation! Trim Cut for skyving the sidewall is integrated in the first stone module and is automatically activated during the process. This ensures maximum efficiency in the subsequent edge tuning. But why is this pretreatment necessary? Protruding sidewall can negatively impact side edge tuning. Trim Cut eliminates the need for manual dressing or milling of the sidewall. This process protects the grinding disks and forms the basis for the high-precision edge grinding.



Digitization for automatic ski recognition.

Thanks to its modern technology, the Jupiter is able to automatically recognize skis and compare them with the data stored in the Easyrent rental software. The Jupiter then automatically activates the appropriate or saved edge grinding parameters. Alternatively, a QR code applied to the ski is scanned. The advantage of automatic ski recognition is personalized edge grinding without slow, manual attention required.

Come with us and get to know the Jupiter. Combining the newest technology with refined, improved features leads to a whole new world of ski servicing: wintersteiger.com/jupiter





Watch the full event now:
wintersteiger.com/jupiterstream



A whole new world!

Bründl Sports invests in new Jupiter

Bründl Sports was the inspiration for the development of the new Jupiter, and the many features that set the Jupiter machines apart were the direct result of the Bründl team's requirements. The new Jupiter was presented at a spectacular show in January and broadcast live across the globe. Christoph Bründl was among the special guests in Zell am See, who is "incredibly excited about the new machine" and has reserved a special place for it in the new flagship store in Kaprun, which opens on October 01, 2021. In an interview with sports presenter Christian Nehiba, he told us what excites him about the machine and how he, as an entrepreneur, is assessing the current situation and the coming months.



Jupiter premiere in Zell am See. From left to right: Christoph Bründl, Daniel Steininger, and sports presenter Christian Nehiba

Christian Nehiba: Why did you decide to purchase this machine?

Christoph Bründl: As is usually the case for us, we made the decision as a team. We have very high-profile & passionate users and work with automated ski service machines in many stores. We have a special user among us with Hans Hofer, who has been taking part in ski races for years and is a professional world champion. He has also worked

with renowned ski manufacturers and was recently active in the research and development department of the Austrian Ski Association. The decision was made based on practical experience. The team traveled to Ried frequently with many skis and different models, and compared the grinding with that of our existing machines. For decades, WINTERSTEIGER has been an important as well as a professional, reliable, and passionate partner for us, and this

has been reinforced with the company's many innovations. We wanted to once again take our service to the next level, so we are incredibly excited about this machine.

Christian Nehiba: What about the new Jupiter did you find particularly impressive?

Christoph Bründl: First of all the aesthetics, the design - the machine

New flagship store in Kaprun

The new Bründl Sports flagship store in the center of Kaprun opens on October 01, 2021. The size of the existing flagship store is being doubled to cover 2,500 m² and it is being upgraded with a larger parking garage. Architectural highlights, such as a panoramic glass walkway at a height of 20 m above the Kapruner Ache, a glass ski service workshop, and a rooftop bistro & lounge with a large roof terrace will guarantee a special shopping experience.



© Blocher Partners

will be getting a very special place in our glass ski service workshop in the new flagship store in Kaprun. What is really exciting is digitalization, which will enable the customization of skis. It is important that customers receive tailored grinding and V-Edge technology for the ski edge. The edge is the critical part - it gets people talking. We not only want customers, but also active fans, and this machine will be a source of many important conversations.

Christian Nehiba: What can you tell us about your professional life? How did you fare during the difficult period of lockdowns?

Christoph Bründl: Whining and pessimism prevent problem solving and rob you of energy and confidence. We never spoke of a crisis, but instead looked to the future. We live in a paradise; the mountains are a source of incredible fascination and our specialism, the

winter sports sector, has enormous future potential. As a business it is very important to pay attention to mental health and ensure positive mood management. We are looking forward to a very promising winter.

Bike Services

Jupiter

Ski service

Cubisan

Ski rental

Ski depot

BOOTDOG
HOTROINC



ÖSV (Austria Ski Federation) will rely on the Jupiter in future

The Austrian Ski Association (ÖSV) and WINTERSTEIGER AG entered into partnership more than 20 years ago. WINTERSTEIGER has been the exclusive machine supplier to the ÖSV since 1998. Now, in one of his last

official acts as ÖSV President, Professor Peter Schröcksnadel has renewed the contract with WINTERSTEIGER for another five years. This time, the contract was renewed early. The reason for this is the new Jupiter ski

servicing system. The first test grindings convinced ÖSV Sports Director Toni Giger and his team, and starting in the fall, Jupiter will be preparing the athletes' equipment.



From left to right: Daniel Steininger (General Manager Division SPORTS, WINTERSTEIGER), Peter Schröcksnadel (former ÖSV President), Dr. Florestan von Boxberg (CEO of WINTERSTEIGER), and Toni Giger (ÖSV Sports Director). In the background, the new Jupiter ski servicing system

Peter Schröcksnadel explains what the new Jupiter has to offer: “The precise technology of a service machine is very important: How well is the ski prepared, how good is the gliding surface? In the past, we have always provided input for the machines, and the cooperation with WINTERSTEIGER is one aspect of our success – and we are extremely grateful for it!”



From the plant to the piste: V-Edge put to the test

Stanton Service Center in St. Anton

The Stanton Service Center in St. Anton am Arlberg is one of the biggest ski service workshops in the world. The four sports retailers Intersport Arlberg, Sport Jennewein, Sport Alber, and Sport Matt joined forces in 2010 to service the skis of their 15 branches at the center: 75,000 units (pairs of skis and snowboards) are ground every season (with the exception of 2020/21). Thanks to staff leasing, a Service Technician from WINTERSTEIGER is part of the team and supports this incredible throughput on three large grinding machines – two Jupiter with 8 modules and one Jupiter 5 modules will ensure perfect ski service from next season.



“Jupiter is tip-top!”

Already last season, a Jupiter L bsd replaced the Mercury. Workshop manager Stefan Schranz tested the new machine and the variable V-Edge edge grinding thoroughly: “Mechanically, the machine is tip-top and the V-Edge works incredibly well. We’ve tried out a lot of things, ground different materials and always got excellent feedback from the test riders.” The Stanton Service Center

is an important partner for WINTERSTEIGER when it comes to tests out on the slopes. And the collaboration works well for Stefan Schranz too: “It’s not enough to test a new machine in the plant. New technology has to prove itself out in the real world. We have great communication with WINTERSTEIGER. We talk to one another, seek out solutions, and make our requirements a reality.”

Bike Services

Jupiter

Ski service

Cubusan

Ski rental

Ski depot

BOOTDOC
HOTRONIC



First Jupiter in Switzerland

Future Service in Zuzwil

In October 2020, Switzerland's first Jupiter ski servicing system was installed at Future Service in Zuzwil. In use alongside two Discoveries, the new Jupiter X sdsfp came out on top at Future Service last winter, one of the biggest and most professional ski grinding centers in the Alpine region. Every year, the company services as many as 70,000 pairs of skis and snowboards for varied sports retailers and national sports chains. Following its initial endurance test over the past nine months, Sandro Gehrig talks about his experiences with the new Jupiter.



With the new Jupiter, Sandro Gehrig can offer the perfect swing, whether for beginners or race-oriented customers.

WINTERSTEIGER: Last winter, you were using both machines. What would you say is the biggest difference compared to the Discovery?

Sandro Gehrig: We have seen improved quality and stability of the machine as well as a higher throughput in comparison to the Discovery. The new Jupiter is also much quieter and therefore much nicer for all employees working in the workshop.

WINTERSTEIGER: That is very positive feedback. Did you encounter any unexpected challenges over the last few months?

Sandro Gehrig: As with all new machines, there were a couple of minor problems here and there but nothing that could not be overcome. At any rate, the positive innovations far outweigh everything else. For instance, the larger grinding stone massively improves the quality of the grind.

WINTERSTEIGER: What do you think of the new features of the Jupiter?

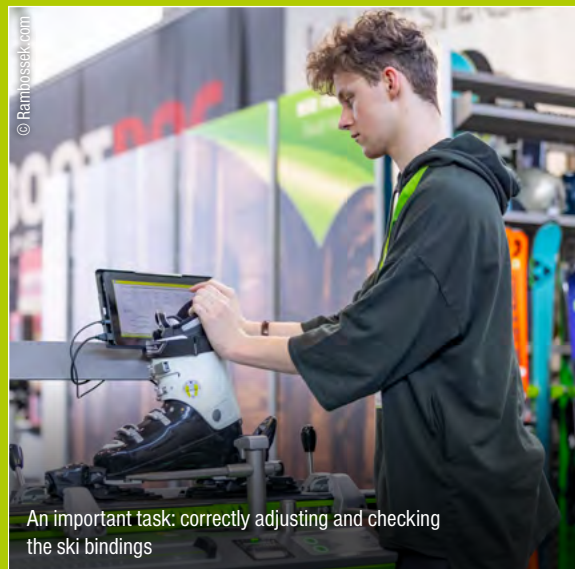
Sandro Gehrig: WINTERSTEIGER has taken a giant step forward with the Jupiter. This can be seen in relation to digitalization, and the much more precise and consistent results achieved from grinding. But, best of all are the variable edge angles with V-Edge. The result is lots of new options, so we can send each customer – whether beginner or racing fiend – on their way with the perfect glide and control!

New apprenticeship in Austria: sports equipment specialist

Innovative sports sector is looking for well-trained specialists

The sports sector is highly innovative. A new apprenticeship – sports equipment specialist – has been launched in Austria to assemble, install, maintain, and skillfully sell product innovations, such as networked bikes. The three-

The apprenticeship was initiated by Michael Nendwich. As the chairperson for sports retail at the Austrian Economic Chamber and CEO of VSSÖ (Association of Sporting Goods Producers and Sports Equipment Suppliers in



An important task: correctly adjusting and checking the ski bindings

We want to combat this with the new apprenticeship and give retail a boost.”

Vocational colleges equipped with WINTERSTEIGER devices.

WINTERSTEIGER has supplied the state vocational colleges in Zell am See (Salzburg), Hartberg (Styria), and Ried (Upper Austria) and equipped the training workshop there with ski service products. Apprentices practice on the Safetronic binding setting device and learn how to service skis manually on WINTERSTEIGER workbenches equipped with Quickfix ski tighteners, wax irons, files, etc. Apprentices at the Berufsschule Ried vocational college have the home advantage; in addition to the classes at the college, they can come to WINTERSTEIGER and learn about working with automated ski service machines.

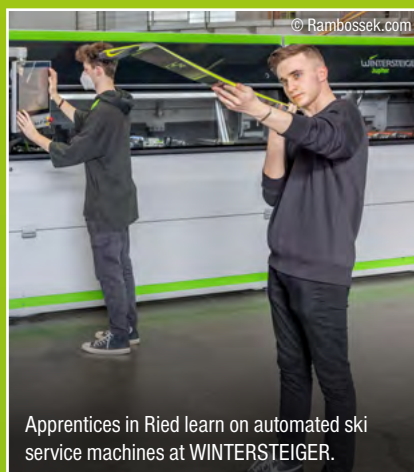


The first apprentices on the new apprenticeship course at Berufsschule Ried. Back left: Director Reinald Katzinger and Alexander Lang, contact person for sports retail and sports equipment specialist

year training program involves a mix of commercial and technical content, with a specialization in technology. The first apprentices began their training in summer 2020.

Alexander Lang, contact person for sports retail at Berufsschule Ried, was involved in creating the curriculum. He explains that “the training content covers winter sports with ski and snowboard service and binding fitting. Other topics include boot fitting, namely adjusting the ski boots to ensure they fit properly; bike assembly, repair, and servicing; and the full range of racket sports. We're looking forward to the first classes joining us in spring and seeing the role of sports equipment specialist really begin to take off.”

Austria), he represents the interface to the industry. He is well aware of the need for specialists and says “we know that when it comes to the tourist trade and urban sports outlets, the customization and fitting of sports equipment, as well as servicing, are extremely important. For us, these services represent the primary difference between bricks and mortar stores and online retail. However, there is a huge shortage of specialists.



Apprentices in Ried learn on automated ski service machines at WINTERSTEIGER.



The workbenches at Berufsschule Ried have been equipped with WINTERSTEIGER products.

Scout – a compact automated ski service machine

The development of the Scout by WINTERSTEIGER has broken the link between size and performance. Thanks to the machine's compact design, even in small workshops there is enough room to switch from manual ski servicing to automated, state-of-the-art technology right away.



One operator using the Scout can achieve almost double the throughput of one operator using two manual machines. In other words, the intelligent design of the Scout means that entry into automation is no longer a question of space, but rather of financial forethought.



Perfect ski service in the heart of the Carpathians

Bukovel ski resort, Ukraine

The Bukovel ski resort opened in 2000 and has become one of the biggest ski resorts in Ukraine and one of the biggest winter sports resorts in the whole of eastern Europe. One of the factors behind its success is the high-quality ski lifts and the snow-making on all pistes.



Commissioning and training for the Discovery went without a hitch. The team has since processed many pairs of skis and snowboards perfectly.



Pater Noster ski magazine for more efficient processes

A high-quality ski service.

The decision to automate the ski service workshop at the Bukovel ski rental center centered around offering the highest quality ski service. Previously, two Sigma B belt grinding machines, a Sigma S stone grinding machine, and four Trim B were used. As of the last season, a Discovery automated ski service machine with the three Stone, Disc, and Polishing processing modules are in use.

In the end, it was the practical Pater-noster ski magazine that tipped the balance in favor of the Discovery. “We wanted to offer a better, quicker ski service. The Discovery makes us unique in Bukovel,” says owner Alexandre Shevchenko of his investment. Ski Service Manager Stepan Rudak is pleased with the collaboration with WINTER-STEIGER: “Commissioning and training went very well and we are very satisfied. For years, our employees have been laboriously manually grinding the skis,

so the Discovery is a huge step forward. We are also really pleased that we have been able to carry out this project in these less than easy times. Thank you to the WINTERSTEIGER team. You've done a great job!”

Bike Services

Jupiter

Ski service

Cubisan

Ski rental

Ski depot

BOOTDOC
HOTROINC



Online retail or a bricks-and-mortar store: why not both?

XSPÖ in Neuhaus am Inn

XSPÖ in Neuhaus am Inn, near Passau, is one of Germany's biggest ski retailers. Bernd Geiling, the third generation of Xsports retailers, launched his online shop in parallel to the retail store, back in 2001. He now sells the majority of his goods online and delivers them across Europe.



From left to right: Peter Maniak (WINTERSTEIGER Area Sales Manager), Bernd Geiling, Max Eder, and Andreas Jeske

After several years of strong online trade, Bernd Geiling is turning to bricks-and-mortar retail again. Last year, he set up a new, visually appealing 2,600 m² sports shop with a black entrance area and glass facade. A further 1,000 m² of warehouse space are available in the old building. Bernd Geiling is using this new building to optimize logistics for online retail. The result is a spectacular, stylish store. Part of the new store is designed

based on the "shop-in-shop" concept: Individual retailers or brands are given their own areas for their products. The location is also ideal – right in the center of the business park at the highway interchange in the direction of Passau.

Must-have: perfect ski service.

Whether it's online or in person, the skis must be perfect. Bernd Geiling sells a lot of premium skis,

including FIS racing skis. To deliver the very best quality, the new skis are perfected according to special customer requirements at XSPÖ. To do so, Bernd Geiling has set up a ski service workshop with a Mercury service machine featuring three processing modules, a Waxjet hot waxing machine, a Waxfuture for infrared waxing, and a Speedbrush brush machine. When asked about his investment in the ski service workshop, Bernd Geiling

says: “We want to offer a diverse ski service and whether we are grinding racing skis or any type of customer ski, from the XC or Ladycarver to the Freeride, the Mercury always delivers on quality.”

Service Technician Andreas Jeske backs this up: “The Mercury is a great machine. An automatic machine makes total sense for the number of skis that we grind. It takes care of the majority of the manual work. The Mercury is very versatile – we can grind a wide range of skis and snowboards.

This winter we received some touring skis that were really broken with deep scratches and we managed to fix them.” The Mercury gives the service team a flexible choice of different base structures and is very efficient when it comes to quickly changing the edge angle from leisure to racing skis.

When asked how he found the switch to an automatic service machine, Jeske says: “It didn’t take long at all to learn what to do, the machine does the majority of it itself and WINTERSTEIGER configured the



Bike Services

Mercury really well to suit our needs.”

Jupiter

Ski service

Cubusan

Ski rental

Ski depot

BOOTDOC
HOTRONIC

New Scout: higher quality, more space

Intersport Begro in Marburg

Even in difficult times, Intersport Begro looks optimistically ahead and pursues its aim of high-quality ski servicing. Following on from the 4-module Discovery at their Gießen site in the previous year, Intersport Begro invested in a modern Scout sd for their Marburg branch. The Microjet from 2006 was also replaced to ensure they are at the cutting edge here too.

As well as improving the quality of the ski service, saving time also plays a role. In Marburg, customers don’t need to travel back to the sports shop a second time to collect their skis after servicing as the waiting time is super short. This factor is a key advantage due to the location of the sports retailer – customers only need to go through the tiresome task of searching for a



parking space once. The compactness of the Scout, the smallest machine from WINTERSTEIGER, makes day-to-day work easier. “We’ve now got more

space in the workshop and we can move about better,” explains Branch Manager Achim Waldschmidt.



"Gleis 0", the sports outlet in the railway station

Andermatt Sedrun Sport AG in Andermatt

The Andermatt vacation region surrounded by eight Alpine passes boasts a central location, untouched nature, and an incredible variety of tourist activities. The "Andermatt Swiss Alps" tourism project initiated by Egyptian multi-billionaire and investor Samih Sawiris over 10 years ago has established a premium tourist infrastructure. Sawiris erected several 4 and 5-star hotels, 42 apartment blocks, 25 villas, a sports and recreation center with an ice rink and indoor swimming pool, a concert and congress hall, an 18-hole golf course, and a variety of stores.



In summer 2020, Andermatt Sedrun Sport AG made the decision to offer its services for winter sports enthusiasts as part of an entirely new concept in the center of the railway station building, with direct entry to the ski resort. Due to the first lockdown, shortly after the start of the project it quickly became clear to the initiators that requirements in the tourism sector would change dramatically in the coming years.

A unique project.

The focus of the "Gleis 0" sports outlet was therefore on making ski rental an extremely fast, well-organized process compliant with current hygiene and social distancing rules. At the same time, great emphasis was



Geoffrey Grandjean achieves the highest precision in grinding results with the new Discovery sdp.

placed on maximum quality and value of the installed materials, as the aim was to integrate the project seamlessly into the perfect Andermatt tourist infrastructure. The Gleis 0 project is probably one of the very few projects

in which all the planning could begin in the open countryside. It was a cost-effective opportunity to unite all experiences from the different areas of sports retail and rental. The tender for Gleis 0 left no doubt that the contractor



desired a single supplier for the overall concept that would cover all areas, and using the latest digital technology.

This provided WINTERSTEIGER with the unique opportunity to plan all products such as the ski depot, ski rental, rental software, rental storage, and the workshop in one area. The store was designed by the architects to be very appealing, right down to the smallest detail, and also presented us with very special challenges. We were able to implement the project in record time in close collaboration with the architectural office.

Ski depot: Special design and xDry technology.

The special design of the ski depot is a real eye-catcher. The 400 storage lockers were designed with a metal look and left untreated. The depots feature the latest xDry technology that dries ski boots, gloves, and helmets using special nozzles in a way that is gentle on the material. The offering is completed with various accessories inside the locker. The depot can be booked online, in the store, or using the check-in terminal on site.

Smart rental process.

The rental process is organized in its entirety by Easyrent and the future of rental system. At the heart of the process is Easygate, which guides customers through the rental process after check-in. This is being done online increasingly often. The monitors guide the flow of customers

and therefore guarantee a quick and efficient process. In doing so, online reservations using "Fast Line" are prioritized. A quick foot scan guarantees a perfectly fitting ski boot, which is adapted to the binding in seconds using the Sizefit devices.



Jupiter

Ski service

Cubusan

Ski rental

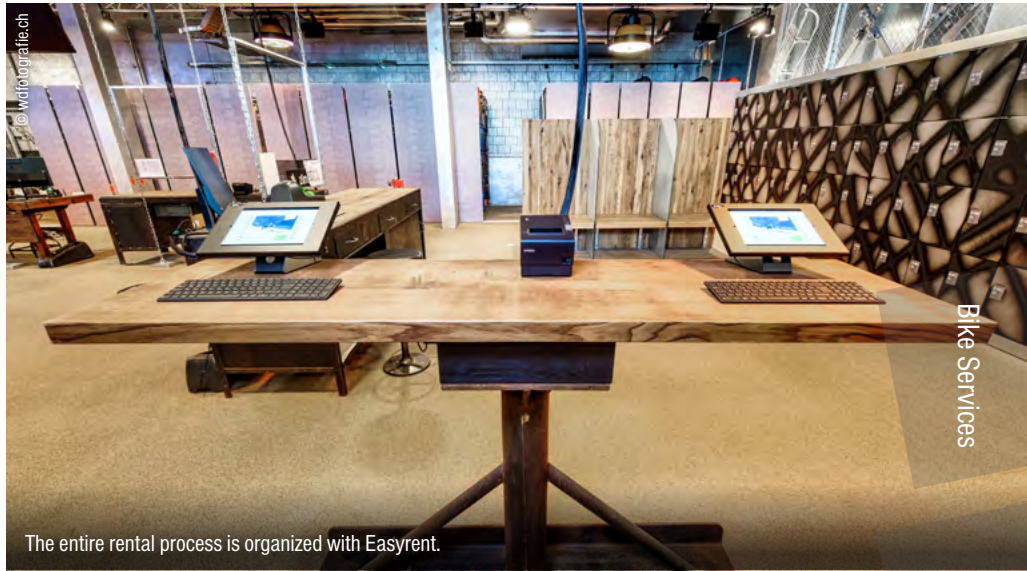
Ski depot

BOOTDOC
HOTROINC



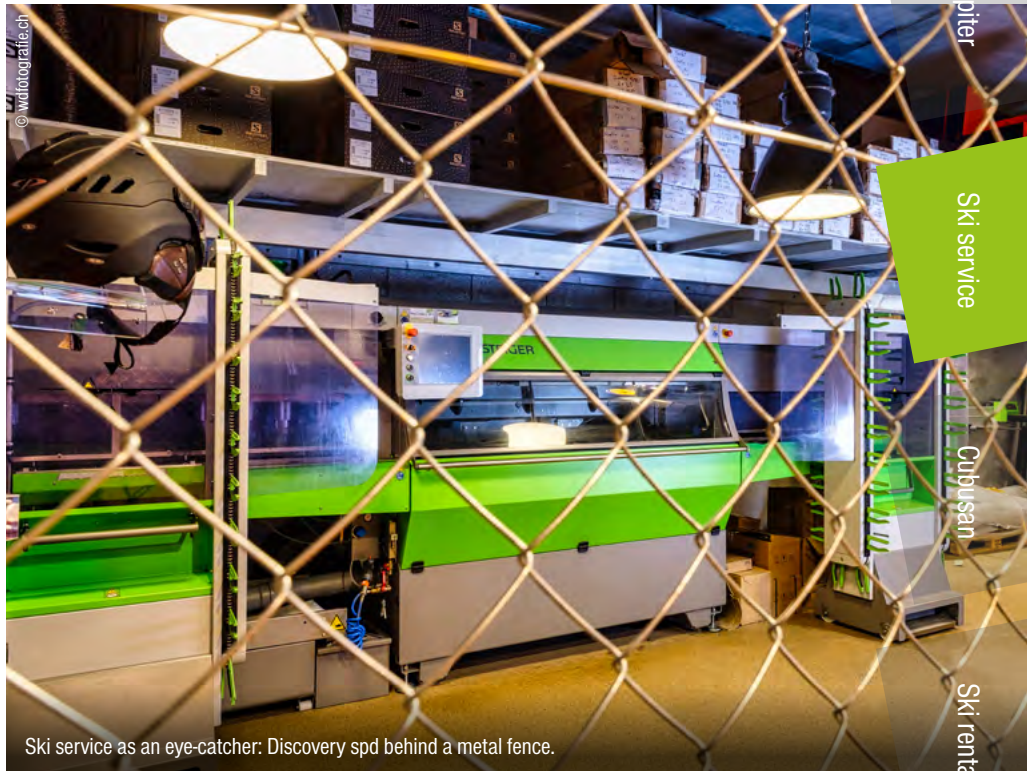
Gleis 0 – a total success.

As a one-stop supplier with in-house software development and production facilities, with the rental of the future system, WINTERSTEIGER was able to meet the requirements of the concept in all areas and make its contribution to a very high and professional level of service at the Andermatt vacation destination.



Ski service workshop with visible equipment.

The ski workshop is neither in the basement nor in a separate adjoining room. It was important for the operators of 'Gleis 0' to demonstrate their ski service expertise and range of services, which is why the Discovery spd and all manual ski service machines and washing devices are located in the ski rental store - separated only by a metal fence.



Ski service as an eye-catcher: Discovery spd behind a metal fence.



Bike Services

Jupiter

Ski service

Cubusan

Ski rental

Ski depot

BOOTDOC
HOTROINC

CUBUSAN

Real time protection.

Cubusan – the virus killer

Air purifier for room disinfection.

Featuring innovative **STEREX** plasma technology.

- + Neutralizes up to 99.99 % of fungal spores, bacteria, and viruses in the air in real time and permanently. Also reduces germs on surfaces.
- + Harmless to health, tested and certified
- + No OZONE or UV-C treatment
- + Requires no maintenance or upkeep



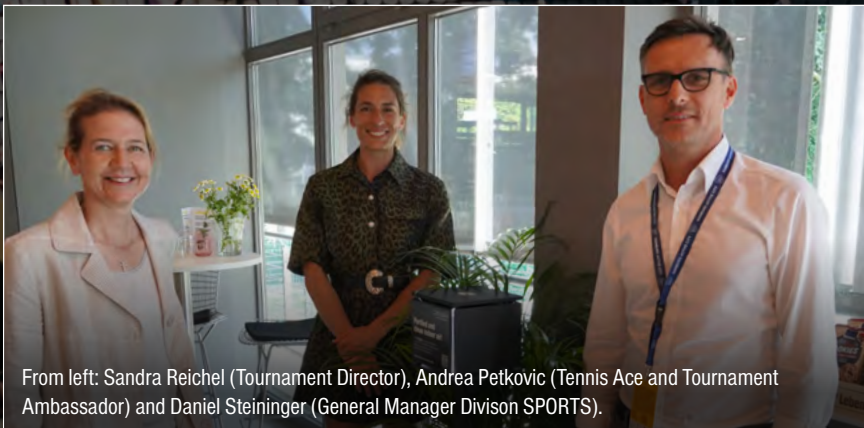
Part of
WINTERSTEIGER
Group



Discover now:
cubusan.com

Cubusan at the Hamburg European Open

More than 50 Cubusan cubes ensured permanently clean indoor air at the Hamburg European Open from July 6-18, 2021. The devices were distributed indoors, for example in the restaurant and press area, in the locker rooms, and in the VIP area. They kept the infection risk as low as possible.



From left: Sandra Reichel (Tournament Director), Andrea Petkovic (Tennis Ace and Tournament Ambassador) and Daniel Steininger (General Manager Division SPORTS).



Pablo Carreño Busta signs the Cubusan, which was raffled off afterwards.



Sandra Reichel, Tournament Director, said:

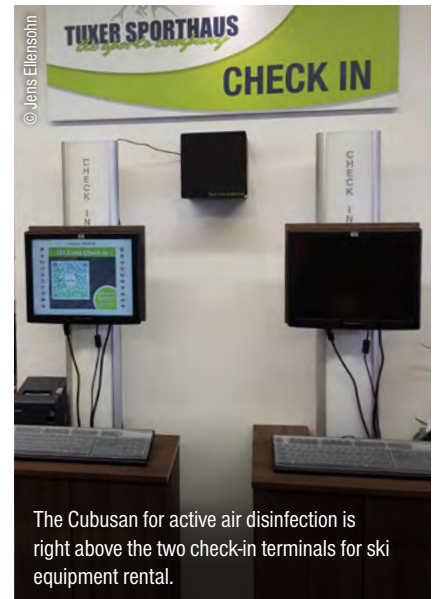
“The Cubusan air disinfection device, along with our extremely comprehensive hygiene concept, helped to make this one of the safest tennis tournaments in the world. The health of our players, visitors, and staff is our number one priority. We want our tournament to serve as a model for other tennis competitions and sporting events in general. As the organizers of a major event, we bear a huge responsibility in these times.”

Cubusan at Tuxer Sporthaus

Mark Heim, Tuxer Sporthaus: "Feels like fresh air"

Tuxer Sporthaus and WINTERSTEIGER have been partners for more than 40 years when it comes to products for ski service and ski rental. The store has also been home to the innovative Cubusan since March. The Cubusan, a completely new unit that works with plasma technology, reliably eliminates viruses and bacteria in the sports shop. Owner Mark Heim decided to install the active air disinfection unit to enhance safety for customers and staff: "I want to make my customers feel safe and at ease when in our shop. We can do this by neutralizing fungal spores, bacteria, and viruses in the air and on surfaces." The same goes for his employees. "It doesn't give off an aroma and feels just like fresh air. My employees feel much better knowing the unit is doing its work," Heim confirms.

"My employees feel much more comfortable working. The light makes the device stand out. Customers are very curious about what the Cubusan is and what it can do. When I explain it to them, they are thrilled!"



Eye-catching Cubusan.

With dimensions of just 19 x 19 x 19 cm and a discreet design, the unit blends in well with the store ambience but still catches the customer's eye: The cube is mounted immediately above and behind the two terminals for reserving rental equipment. "The

light draws attention to the device. Customers are keen to know what the CUBUSAN is and what it can do. When I explain it to them, they're very enthusiastic!" explains Mark Heim.

Operation via the WLAN timer clock is straightforward and Mark Heim definitely intends to purchase another

unit: "Anyone who wants healthy indoor air, and to reduce viruses and bacteria should get a Cubusan. This product definitely deserves to be promoted!"



Discover now:
[cubusan.com/
references](https://cubusan.com/references)

Our reference projects

You can find more references at cubusan.com/references

Dr. Werle: "The technology won me over"



"The air in the doctor's office is always virtually germ-free (99.9 %) thanks to Cubusan technology. After careful reading of the documents, including the technical expert reports, I can say that I am very impressed with the technical approach used to eliminate germs permanently at source"

ÖSV: Better training conditions with Cubusan



Equipped with the highly innovative devices, the ÖSV athletes and their coaches will train in permanently purified air in the future. As a practical plug & play product, it can be used very easily anywhere.

OMV: "Fresh, disinfected air around the clock"



OMV Vienna, Michael Niklas, Head of Refinery Logistics & Operations: "Using the Cubusan lets us create an extra level of safety and infection control for our employees."

Driving school owner Otmar Kalchgruber: "We need to do all we can to keep the lecture room virus-free."



"We introduce Cubusan to students and parents at the start of the course and explain how it acts to disinfect the air. We are delighted that the air purifier gives us that extra level of safety and want to pass on the message."

Cubusan at Mitterlehner Training



Health and wellbeing are the cornerstone of fitness training. To keep it that way, Mitterlehner Training in Ried im Innkreis has put together a comprehensive safety concept, which includes the Cubusan for air disinfection.

Principal Johann Kinzl: "Better air in the 'CUBUSAN class'"



"When I go from class to class to collect the test results, I notice a big difference. The air in the 'Cubusan class' is much nicer."

Bike Services

Jupiter

Cubusan

Ski rental

Ski depot

BOOTDOGS
HOTROINC



A new beginning after a catastrophic fire

Scherz Sport and Bike in Donnersbachwald

In July 2020, the Scherz family branch in Donnersbachwald, Riesneralm, burnt to the ground – just two years after it was built. Construction began in September and the sports shop was able to open again as early as December. WINTERSTEIGER assisted Waltraud and Harry Scherz during the 6-month planning and construction phase. Ordered twice in a short period of time, this project is a great example of how WINTERSTEIGER rental products have evolved in a short space of time.



Waltraud Scherz with the new Sizefit

WINTERSTEIGER: The new sports shop looks fantastic! Last time you set up the entire shop with WINTERSTEIGER products, from the ski service workshop and the ski depot to the rental and BOOTDOC corner. You could have simply ordered the same equipment again. What did you do differently this time?

Waltraud Scherz: The fire was awful, but luckily no-one was injured. We took the opportunity to make sure the new shop was really well thought-out. For example, we've been able to optimize our rental process, to get people on the slopes faster. The procedure is now a whole lot easier and more convenient for skiers and employees.

WINTERSTEIGER: How did you manage it?

Waltraud Scherz: We equipped the three binding setting desks with the Sizefit (electromechanical sole) and the caliper for measuring the ski boots. These are great products in times when hygiene is really important. Customers



Service Technician Philipp Götzenbrugger with the binding setting device



WINTERSTEIGER: One last question: What prompted you to opt for WINTERSTEIGER again?

Waltraud Scherz: Their incredible personal commitment. They kept their promise to assist us throughout the entire planning and setup process.

WINTERSTEIGER: Thank you for talking to us. We wish you every success with this fantastic shop, which has been carefully thought-out right down to the last detail and lovingly set up.

can easily have their own boot measured without having to take it off and the ski binding adjustment is automatic and quick thanks to Sizefit.

We've also upgraded the Easyrent rental software. We've added the Easyrent online check-in and two interfaces for Sport 2000 reservation and advancs for merchandise management. All turnover from the sports shop and food corner is now collected in Easyrent. The Addimat system, well known in the field of gastronomy and integrated in Easyrent, is also very practical. Our employees no longer have to register at the workstation, instead they just have to insert their Addimat key. We have set up payment terminals at the adjustment desks. This means customers don't need to queue again at the cash desk and there are no bottlenecks anywhere.

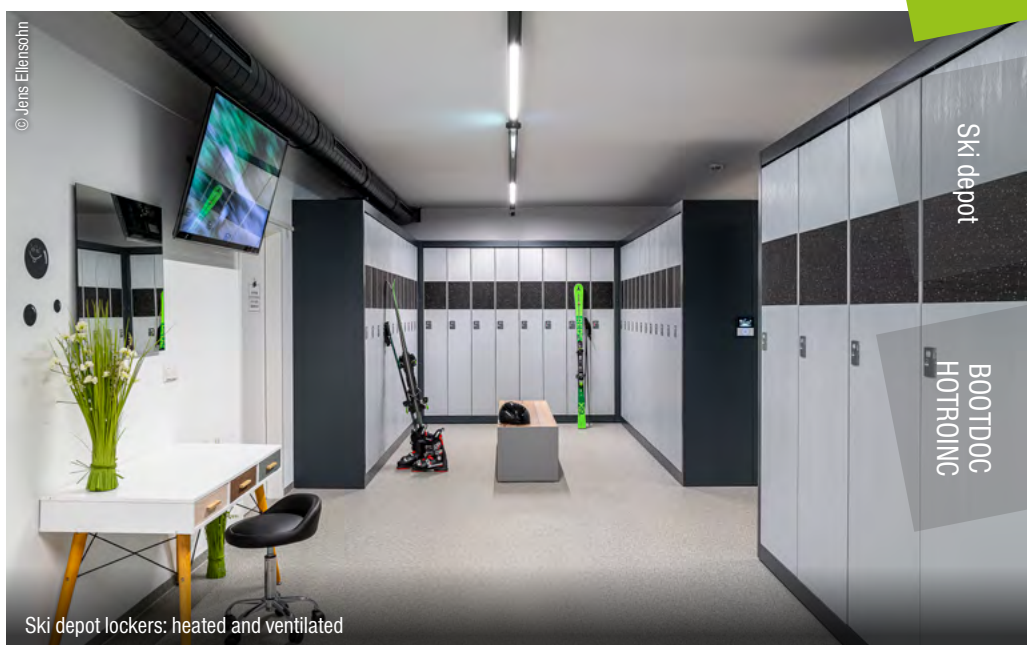
WINTERSTEIGER: What is even better this time?

Waltraud Scherz: Everything needs to be as efficient as possible. So, this time we have equipped all Easystore Flex rental racks for boots and helmets with dryers, so we no longer need to move the boots around. We can simply switch on the individual compartments and this

also optimizes electricity consumption.

WINTERSTEIGER: Your new ski depot is a real highlight. What aspects did you take into consideration here?

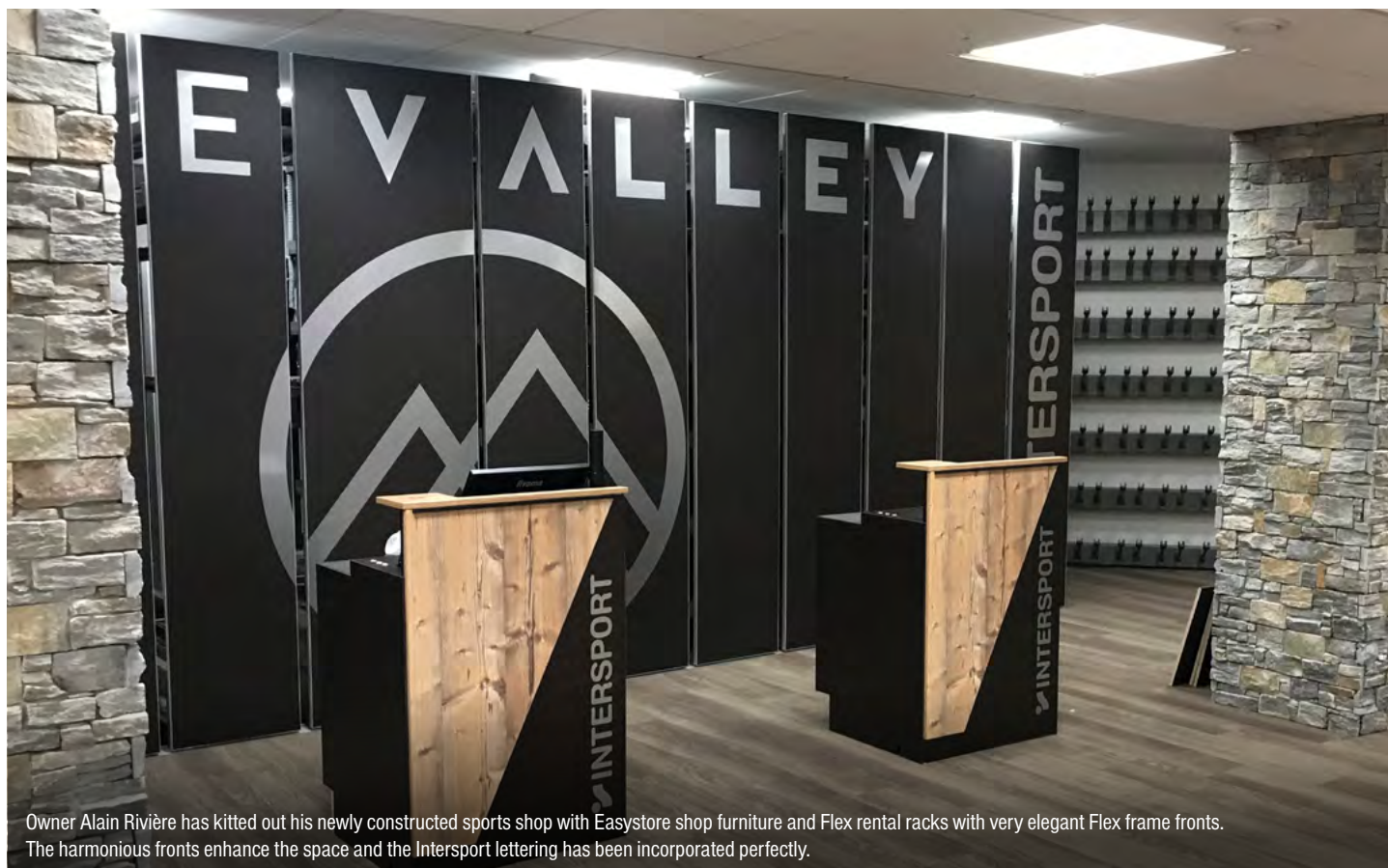
Waltraud Scherz: This time we went for the top version of the storage lockers, which are ventilated and heated. The ski depot is equipped with 4- and 2-compartment units and lockers and can be opened with a lift card. We also offer pure depot cards for ski tourers. The ski depot looks great and works very well.



Ski depot lockers: heated and ventilated



Espace Tonic in Les Menuires



Owner Alain Rivière has kitted out his newly constructed sports shop with Easystore shop furniture and Flex rental racks with very elegant Flex frame fronts. The harmonious fronts enhance the space and the Intersport lettering has been incorporated perfectly.



ER_WIN 3D Foot Scan

Hygienic. Fast. Easy.



Discover now:
wintersteiger.com/
erwin

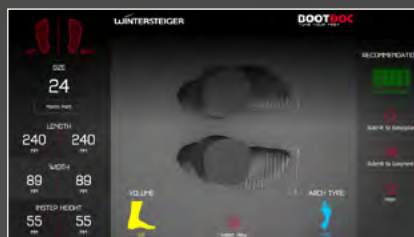
BOOTDOC and Easyrent technologies have been combined in a 3D foot scan system as part of an interdepartmental development project. ER_WIN measures the foot automatically, without making any contact. The result is displayed on a 15-inch screen in seconds. The customers can wear their socks during the 2-second scan process thereby ensuring a hygienic, fast, and easy process. During development, the focus was on sturdy construction to withstand the frequent use in ski rental shops. Cameras and sensitive system components are fully integrated into the housing for years of use in the demanding environment. The scanner is the ideal tool for a precise, contactless, and fast rental process, and offers the optimal modern solution for both the customer and the sports retailer.

The scanner is the perfect accompaniment to servicing the customer and ensures that the right ski boots and insoles are quickly found. This results in profitable add on sales not just in winter, but all year round.

NEW



Start: the customer must roll up their pants (to expose the ankle) and step on the scanner. The feet should be parallel within the markings.



The width measurement of the forefoot is displayed



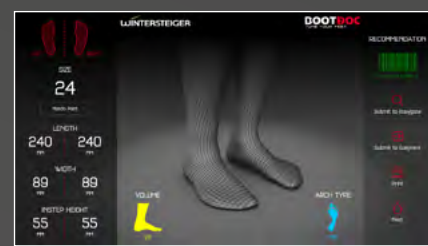
The instep height measurement is displayed



The scanning process takes just a moment



The length measurement is displayed



Overview of results



Easyrent passes test season in the Pyrenees

Baqueira Beret ski resort in the Lleida region of the Pyrenees

The Baqueira ski resort is situated in the center of the Pyrenees and is split into 4 areas: Baqueira, Beret, Bonaigua, and Baciver. Due to its geographic location facing the Atlantic, Baqueira experiences high snowfall and is known for its excellent snow quality.



The Sizefit devices were also extremely well-received by customers due to the low level of physical contact

In the search for a robust software solution for ski rental and service that must be stable and flexible in daily operations, the company "Ski Service Baqueira Beret" came across Easyrent. After a successful test season in one of the stores, Ski Service Baqueira Beret chose the WINTERSTEIGER solution and rolled the software out in 39

workstations at 9 sites last winter. The Easydepot, Easygate, Easyreservation, and Easyreplication modules are in use, as well as the POS/ERP interface, 18 signature pads, online check-in, eight Sizefit devices, and eight calipers for adjusting the binding. "The opportunity to test Easyrent during the pre-season and the professionalism of the

WINTERSTEIGER brand, combined with the technical support in Spain provided by WINTERSTEIGER partners led us to this decision," explains Pedro Loshuertos, who is responsible for ski service. "We were able to test Easyrent thoroughly in a store and explore all aspects of the program, its functions, and tools. The experience was very satisfying.



Bike Services

As is always the case in life, there are things that can be improved on, but with everyone's commitment we will perfect the program.”

Those involved include, on the one hand, the ski service department with director Oriol Filella and managers Jose Maria Puyol and Pedro Loshuer-tos, and on the other, the IT department at Baqueira with Jose Luis Solé, Jordi Gallart, and Albert Brué.



Jupiter

Ski service

Cubusan

Ski rental



Faster rental process.

During the 2020/21 coronavirus period, the Easyrent workflows were particularly helpful with regard to meeting health regulations. Important tools here were, for example, online reservation and online check-in, whereby customer data are already stored prior to arrival, speeding up the entire rental process. The online process also meant that customers had no physical contact with a PC at the check-in terminal in the rental area. The Sizefit devices then reduced contact with customers when adjusting the binding.

The marketing department at Baqueira has created a video on covid measures, in which the Easyrent rental workflow is explained. Easyrent has also been integrated in the Baqueira app: Skiers are taken to the Easyrent page at the touch of a button, where they can book their ski equipment.

Ski depot

BOOTDOC
HOTROINC

Hygienic drying solutions for workwear and workwear for use.



STEREX plasma technology neutralizes 99.9% of bacteria, viruses and fungi. Also against coronavirus mutations! Effectiveness confirmed by Competence Center for Technical Hygiene and Applied Microbiology Dr. Schmelz GmbH.



Discover now:
wintersteiger.com/drytech

Drying and hygiene technologies.



SpeedDry. Rapid air circulation drying.

A high-quality air circulation fan combined with heated air ensures material-friendly and energy-saving equipment drying.



GreenDry. Energy efficient condensation drying.

As well as recirculation drying, Drytech drying solutions also offer highly energy efficient and economical condensation drying. The lockers use up to 60 % less energy than comparable products!



Sterex plasma technology. Make germs and unpleasant odors a thing of the past!

The Drytech drying solutions use cold plasma to efficiently kill bacteria, molds, viruses, and spores in an environmentally friendly manner.

Home Series Talentum

Our home series Talentum can be perfectly adapted to the spatial conditions in chalets, cottages and modern apartments through individual design options.





It doesn't get any easier than this!

Ski at Home in Tignes

Ludovic Hertault has developed a unique rental concept – "Ski at Home" in Tignes. Hotel guests reserve their ski equipment online. At the hotel, they scan their feet in a Vandra 3D foot scanner from BOOTDOC. The data are collected in the Easyrent rental software and all the ski equipment is then sent directly to the reserved storage locker at the hotel's ski depot. No queuing in the sports shop, no need to collect the sport equipment, just straight to the slopes!



This concept was brought to life using a combination of WINTERSTEIGER products: Easyrent online reservation, six 3D foot scanners, and ski depots at all accommodation. After their ski vacation, the ski equipment remains at the ski depot. The Ski at Home team collects it and takes it to the ski service workshop, where a Discovery sdspf with five processing modules prepares the skis to perfection for the next winter sports guests.



Téléporté Allemond / Oz

Bike Services

Jupiter

Ski service

Cubusan

Ski rental



The new link between the mountain and the valley meant that hundreds of ski depot lockers with Gantner locking system could be installed at the new cable car station. A new, modern cableway, which sits harmoniously against the landscape, and a space designed to make life easier for skiers – in short, an amazing project!



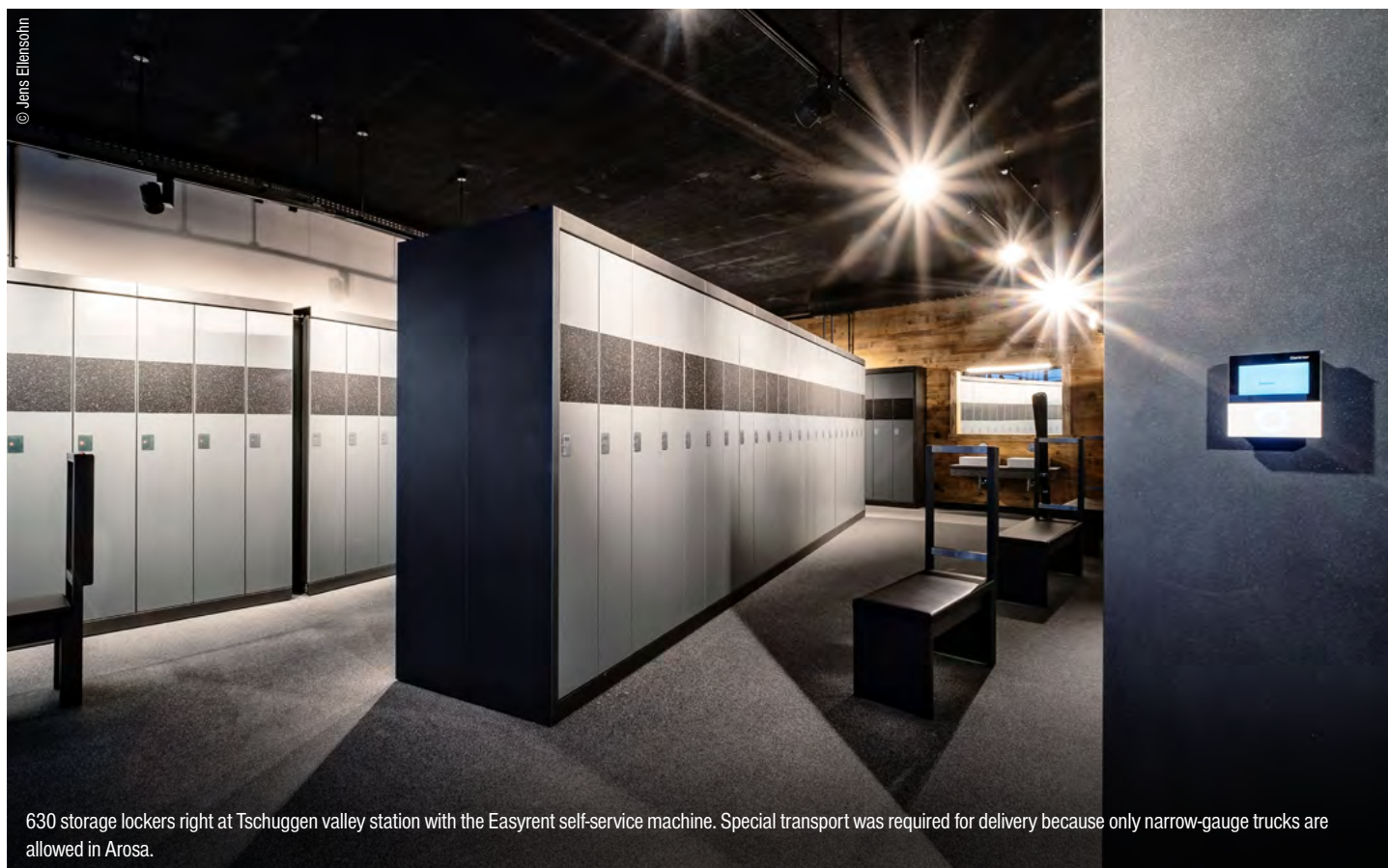
Ski depot

BOOTDOC
HOTROINC





Arosa Bergbahnen AG, Arosa

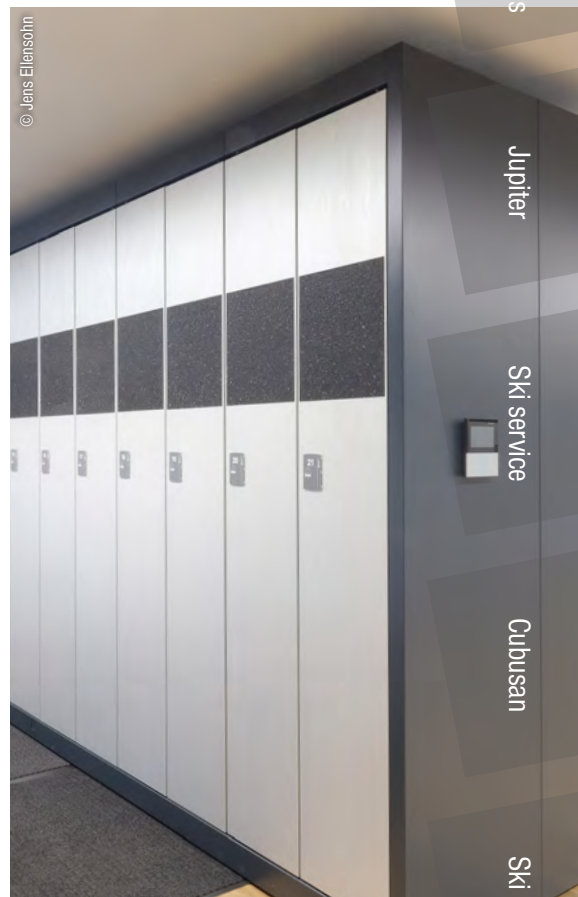




Ettinger Sport AG, Davos



350 storage lockers with extremely convenient alignment and the Easyrent self-service machine.



Bike Services

Jupiter

Ski service

Cubusan

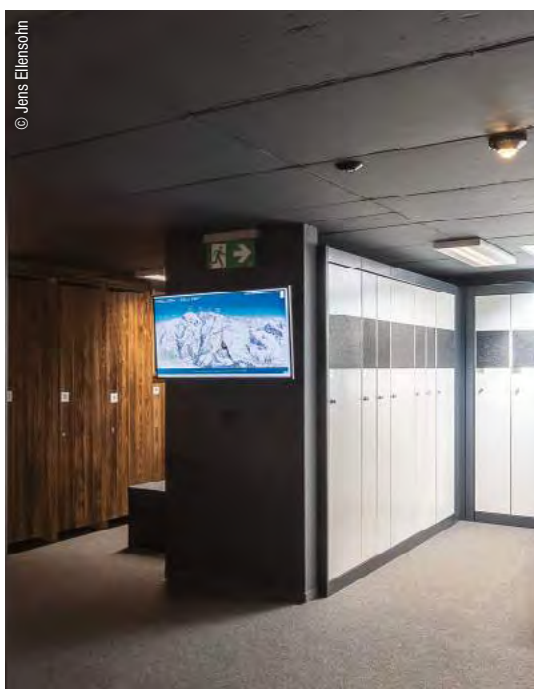
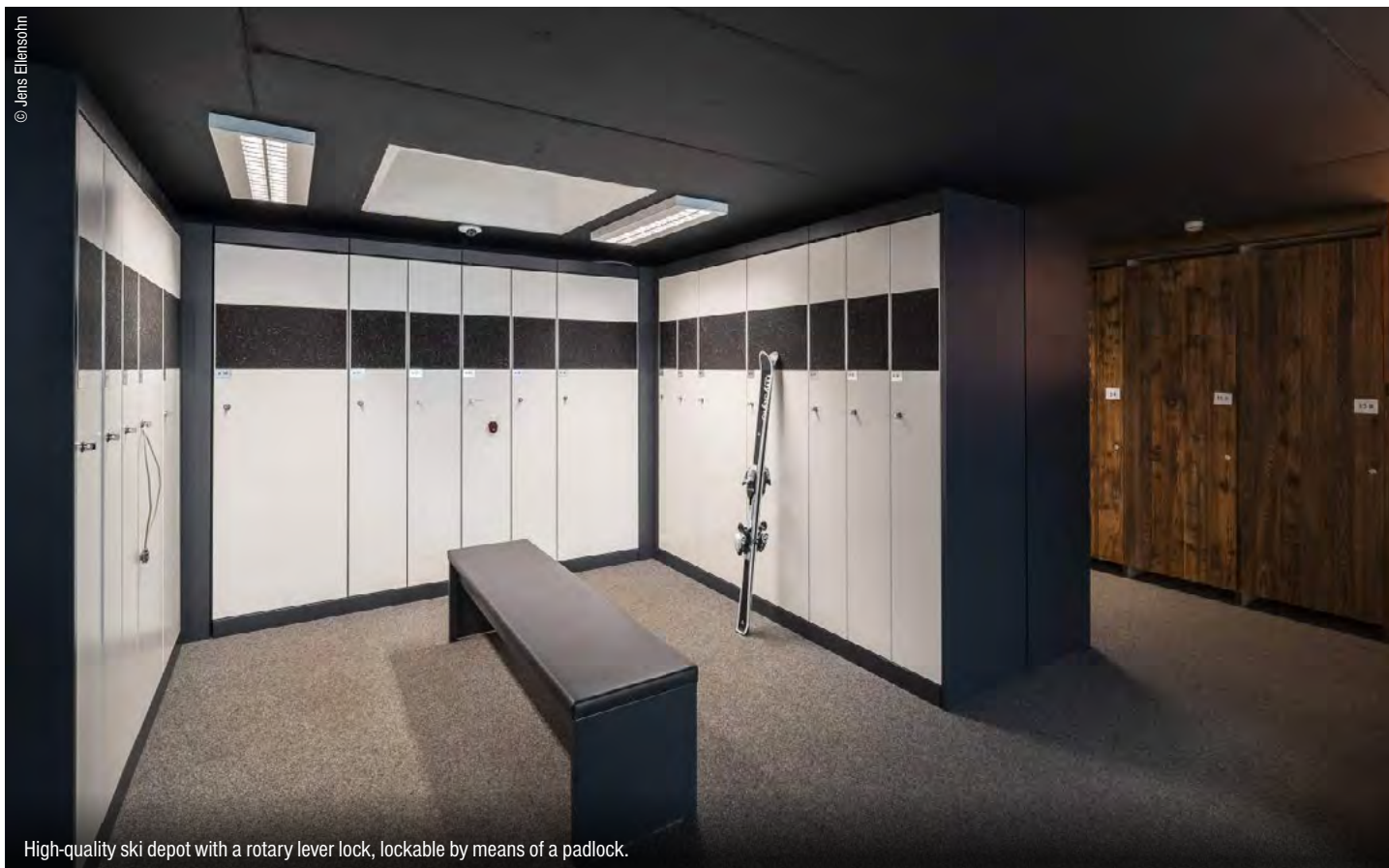
Ski rental

Ski depot

BOOTDOC
HOTROINC

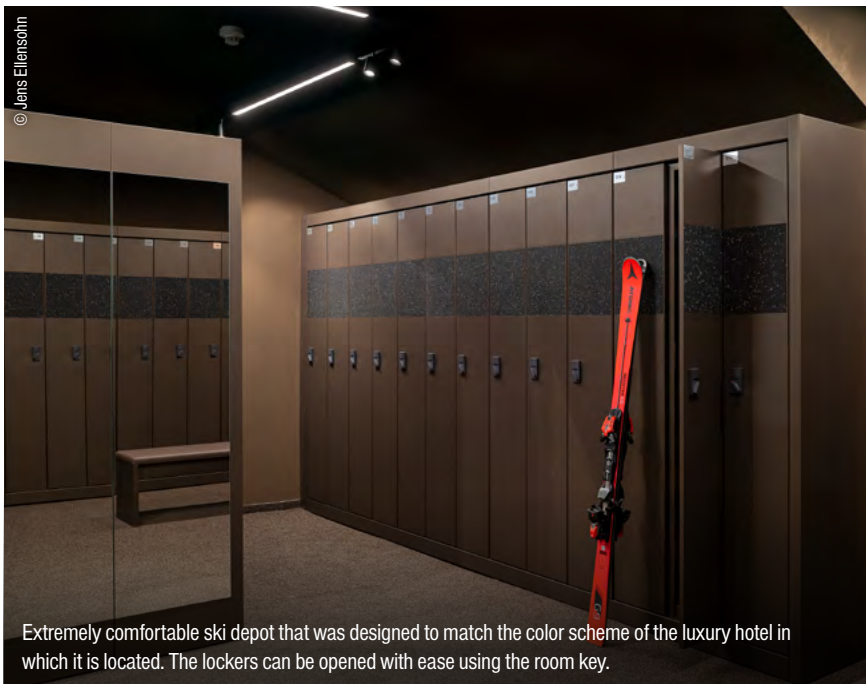


Hotel & Solebad Arca, Zermatt





Berghotel Biberkopf, Warth am Arlberg



Extremely comfortable ski depot that was designed to match the color scheme of the luxury hotel in which it is located. The lockers can be opened with ease using the room key.



Bike Services

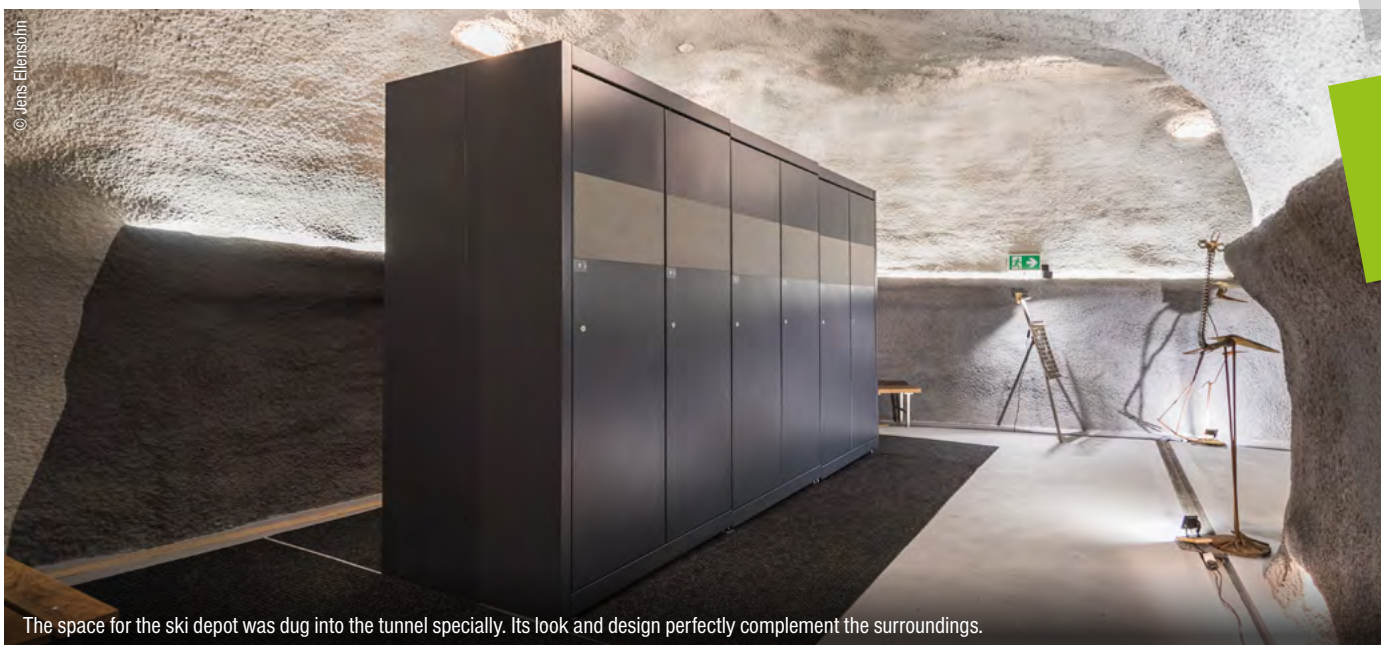
Jupiter

Ski service

Cubusan



Apartment building Imboden St. Nikolaus, Zermatt



The space for the ski depot was dug into the tunnel specially. Its look and design perfectly complement the surroundings.

Ski rental

Ski depot

BOOTDOC
HOTROINC

BOOTDOC
 TUNE YOUR FEET

Your specialist for customized athletic footwear

BOOTDOC Power Fit Socks

More power, optimal support and better recovery. BOOTDOC Power Fit Socks with compression function, Arch-Type Support and copper yarns shine with a high-quality finish and maximum wearing comfort. The use of copper also has an anti-odor and anti-bacterial effect.

NEW


ACTIVE HIGH



ACTIVE SHORT



ACTIVE LOW



PERFORMANCE



CRYSTAL CASHMERE



Discover now:
boot-doc.com

HOTRONIC®
HEATING SYSTEM

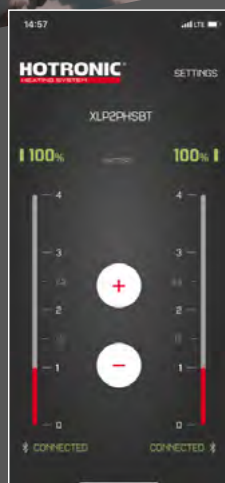
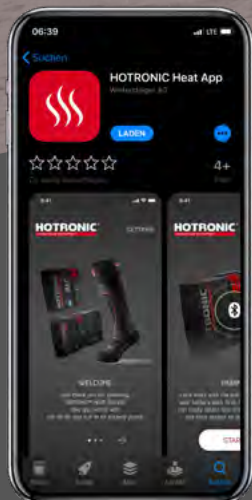
Your specialist for heated socks, heated insoles and shoe and glove dryers.



Discover now:
boot-doc.com/hotronic

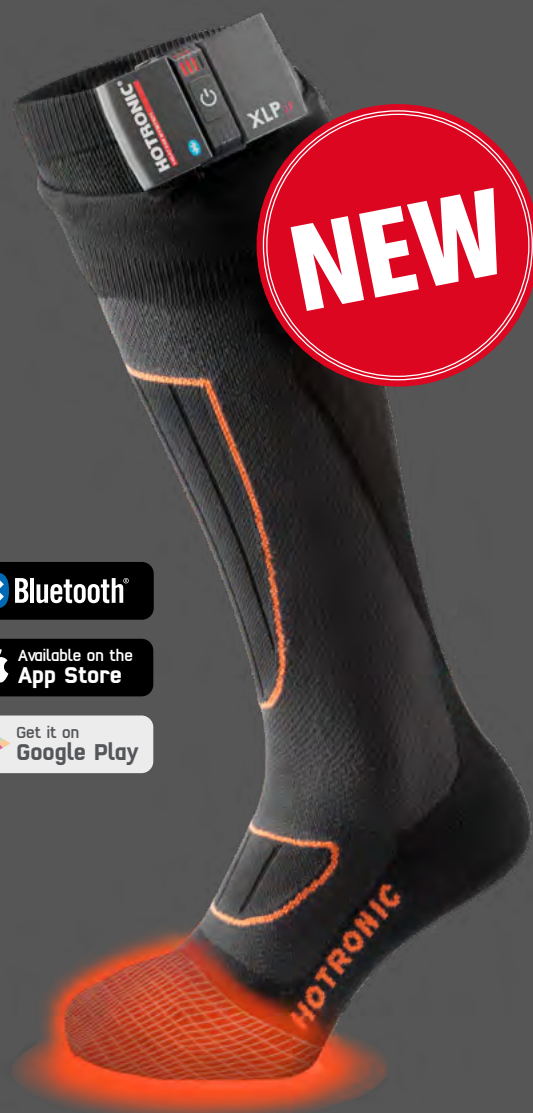
HOTRONIC Heat Socks

The XLP P series from HOTRONIC is setting new standards in foot heating systems. The special lithium-ion technology, combined with state-of-the-art electronics, makes the batteries very compact and light. The batteries are barely noticeable and can be controlled either directly or with Bluetooth via the HOTRONIC Heat app. The constant heat level control ensures a regular temperature throughout use.



The five heat settings with additional Power Boost level can be conveniently controlled on a smartphone using the Heat app via Bluetooth

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





HOTRONIC for everyone: from outdoorsmen to ski racers

Norse House Ski & Sport in Stratton, Vermont

Tom Maneggia, owner of Norse House (opened in 1961), is successful with two HOTRONIC products: the S Series "Foot Warmer" and the Heat Socks XLP. In an interview with Chris Behn, WINTERSTEIGER Territory Manager, he tells us what he likes about the products and the HOTRONIC brand.

Chris Behn: For many years, you had strong sales in HOTRONIC Foot Warmers. What about HOTRONIC did you like and what about the product helped you sell it so consistently?

Tom Maneggia: It is a proven and reliable product with shipping and customer service in Vermont. We were able to place last minute orders and receive them in one or two days.

Chris Behn: Five years ago, your business with us decreased dramatically. What factors lead to this?

Tom Maneggia: The advent of heated socks was the game changer; we were able to offer a product to a broad range of activities with no installation necessary and the customer could use it immediately.

Chris Behn: However, starting in early 2021, you placed a couple of orders for both Foot Warmers and XLP One Heat-



Tom Maneggia and his team. Front row: Tom and Suzy Maneggia, 2nd row: Jolie Schwartz, Alex Kaiser and Jonny Woodell

ed Socks Sets. Now, you have placed a preseason order for the 21/22 season with us and for both Foot Warmers and the XLP P Heated Socks. What lead you to coming back to HOTRONIC and deciding to carry Foot Warmers again?

Tom Maneggia: The decision to return to HOTRONIC was made as a group decision. On the Foot Warmers it became apparent that there are still many dedicated consumers that love them and want to continue having them, catering to our customer needs dictated that we carry the product and HOTRONIC Foot Warmers are unquestionably the best boot heater system.

On the heated socks there were multiple factors that made the decision to go with HOTRONIC XLP P socks easy. Multi ship dates, USA distribution and excellent customer service were key. On

the product side, the new XLP 1P and 2P batteries with the longer run time and ease of BT compatibility that far exceeds any other competitors. The superior fit of the socks while offering both regular and thin fit as well as classic and surround heating allows for these to be sold in any category from outdoorsman to ski racer. All in one packaging as well as à la carte means easy up sell opportunity. Pricing and margins that are better.

Chris Behn: Please add any thoughts about HOTRONIC and your sales in this category you would like to!

Tom Maneggia: HOTRONIC has always had excellent warranty support and service. The sock category was dominated by a competitor, but the latest products from HOTRONIC have now far surpassed those.

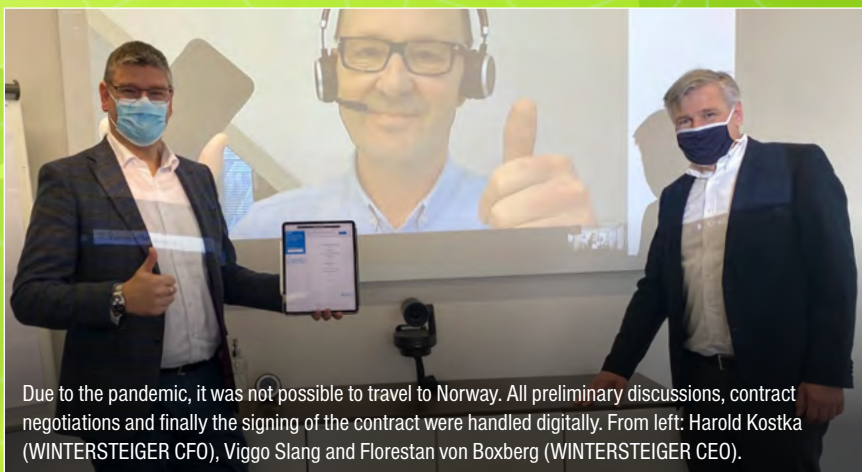


WINTERSTEIGER is growing!

New subsidiary in Scandinavia

For over 30 years, WINTERSTEIGER has had a strong and reliable partner in Norway with "Board & Ski Teknikk AS", which also looks after the Swedish market. Founder and principal owner Viggo Slang would like to retire in the coming years and leave the business in good hands. WINTERSTEIGER has therefore decided to acquire Board & Ski Teknikk AS, and to service the Norwegian and Swedish markets through the subsidiary "WINTERSTEIGER NC" (Nordic Countries), in the future.

WINTERSTEIGER is traditionally a strong brand in Scandinavia – and the company wants to underpin and further expand this position. Daniel Steininger, General Manager of the Division SPORTS, is very pleased about the new subsidiary and explains: "In Norway and Sweden, we will be able to draw on the financial strength of the parent company in the future, for example, when it comes to financing issues such as machine leasing or rental variants."



Due to the pandemic, it was not possible to travel to Norway. All preliminary discussions, contract negotiations and finally the signing of the contract were handled digitally. From left: Harold Kostka (WINTERSTEIGER CFO), Viggo Slang and Florestan von Boxberg (WINTERSTEIGER CEO).



From left: Esben Blomberg (subsidiary management) and Viggo Slang



BOOTDOC & HOTRONIC showroom in the new branch office

