

WINTERSTEIGER NEWS

Edition 2017



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

BOOTDOC
HOTRONIC

First Class
WINTERSTEIGER
Ski & Board Tuning

WELCOME

Dear WINTERSTEIGER partner!

As with every year, it gives me great pleasure to be able to present to you the latest edition of WINTERSTEIGER News. This year we are looking back on a very successful season with many happy customers and are already looking forward to new challenges in 2017.



The feedback received at the first trade fairs in spring lets us look positively toward the future. As well as a positive underlying mood, we have sparked the interest of many customers with our new products. As the global market leader, it is our task to provide our customers with innovative products and solutions while also guaranteeing the highest quality of service.

We dedicate the following pages to our customers and the projects we have undertaken together during this past year. If any of these projects are of particular interest to you, we look forward to hearing from you!

To all those who are taking the opportunity to enjoy a vacation, we wish you a restful time – if not, we hope you have a busy summer season!

Yours faithfully, Daniel Steininger

Head of sales SPORTS



Tip: By using the web links and QR codes in our articles, you are able to quickly and easily access more detailed information. Simply click on the link or scan the QR code with a QR code reader app to enter a world of customer interviews, reports or product pages on the WINTERSTEIGER website.

4 New products

- 4 Scout
- 6 Quickcheck
- 7 Speedbrush
- 7 WINTERSTEIGER online shop
- 8 Vandra 3D foot scanner: „Product of the Year“
- 9 BOOTDOC heating systems

10 Ski service

- 10 Scout tester wanted!
- 12 There is always room for an automated machine
- 13 Intersport Frühstückl: always be the best
- 14 Congratulations on your new automated machine!
- 16 Automated ski servicing machines for generations at Sport Lentsch
- 17 Sporting life: growth through innovation and quality
- 18 Discovery leaves nothing to be desired at Hangl Sport & Mode
- 19 Future Service as a WINTERSTEIGER test center

20 Ski rental

- 20 Strolz Sport & Mode, Lech am Arlberg
- 22 Sportshop Hagleitner, Saalbach
- 24 Barziesi Tourist Enterprises, Barzio
- 25 Sport 4 You, Saalbach

26 Easystore Flex references

27 WINTERSTEIGER rental projects 2016/2017

28 Ski depot

- 28 Sport Widmann, Fieberbrunn & Rent World Noichl, St. Johann i. T.
- 29 Roza Khutor
- 30 Boutique Hotel Bellerive***, Zermatt
- 32 Hotel Riffelalp*****, Zermatt
- 33 WINTERSTEIGER depot projects 2016/2017

34 Easyrent

- 34 Intersport Arlberg, St. Anton
- 36 Sport Müller, Zöblen
- 37 Skischule St. Ulrich, Gröden

38 BOOTDOC & HOTRONIC

- 38 Innovative 3D foot scanners from BOOTDOC
- 39 The best ski boot for every kind of skier
- 40 BD Heat Socks for work and play
- 40 Heating systems for any demands

41 Preorder offers

42 Fairs

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

BOOTDOC:
HOTRONIC

THE NEW Scout – high performance in a compact design!

Automatic service station for skis.

With the new Scout, WINTERSTEIGER presents an automatic ski grinding machine for base and edge grinding. Thanks to its compact design, this machine will even fit into small workshops, making it possible to switch from manual

servicing to automation. The Scout is a completely new machine developed by WINTERSTEIGER as a result of decades of experience and tried-and-tested technology. All the functional units are accessible from the front, allowing the Scout

to be installed directly against a wall.

One operator using the Scout can achieve almost double the throughput of one operator using two manual machines.

Your benefits summed up:

Impeccable ski servicing

- Consistent grinding quality and repeatability regardless of the operator
- Storable settings for reproducible servicing results

Performance and efficiency

- Around 50 percent fewer personnel required compared with manual machines
- Time-saving thanks to significantly higher throughput compared with manual machines

Impressive technology

- Highly-innovative feeding technology without suction cups
- Tried-and-tested Ceramic Disc Finish for precise tuning of side and base edges

Intelligent design

- Minimal base dimensions
- Can be placed directly on the wall

Safe and easy to use

- Servicing process in a closed system
- Simple operation and intuitive user interface thanks to touch screen

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT

BOOT/DOC
HOT/ROMIC

PERFECT
FOR SMALL
WORKSHOPS



Promotional link:
wintersteiger.com/scout



NEW: Quickcheck – convenient, fast, digital. **Additional software for the Safetronic binding adjustment device.**

With the new Quickcheck software, you enter the customer data conveniently on the PC or cash desk. The advantage: Time spent on the binding adjustment device is re-

duced, meaning your employee can concentrate purely on checking and adjusting the ski binding.



1. Enter the customer data

You enter the customer data at the cash desk and print a QR code receipt. The customer takes the QR code and skis to the Safetronic.



2. Acquisition of the customer data

Your employee scans the QR code with the handheld scanner and the customer data immediately appears on the Safetronic's display. They perform the binding adjustment/check and print the receipt on the Safetronic.



3. Confirmation of the check

The customer signs the Safetronic print out. This ensures legal security. The Safetronic results can optionally be scanned back into check-in on the computer cash desk with the handheld scanner (without signature).

Promotional link:
wintersteiger.com/safetronic



NEW: Speedbrush – for professionals. Brush machine for skis and snowboards.

The brush machine for professionals gives skis and snowboards the perfect finish. The Speedbrush impresses with individually adjustable electronic speed control, a powerful motor, and rapid brush replacement.

Your benefits summed up:

- Variable speed
- Simple brush replacement
- Optional stand



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT

BOOT/DOC:
HOTRONIC

Welcome to the WINTERSTEIGER online shop!

The WINTERSTEIGER online shop is a platform that allows you to find all product information, place orders and view order information (orders, shipments, invoices, etc.).

The shop is currently only available for B2B customers in Austria and Germany: more countries are coming soon.

You can download a guide for registering with the online shop here:

www.wintersteiger.com/news1709



WINTERSTEIGER Webshop
wintersteigershop.com



BOOTDOC wins ISPO Award: BD 3D foot scanner Vandra (developed by Volumental) crowned “Product of the Year”.

On February 5 and 6, the ISPO Awards were held at the world’s largest trade fair for sports equipment: ISPO in Munich. More than 500 products were in with a chance, but WINTERSTEIGER AG emerged as one of the proud winners.

The jury honored a total of 49 candidates in five categories – which included naming five particularly special innovations „Product of the Year“. WINTERSTEIGER won just such a title in the „Ski“ category for the BOOTDOC 3D foot scanner Vandra.

The BD 3D foot scanner Vandra, developed by Swedish technology firm Volumental (www.volumental.com) in conjunction with BOOTDOC, provides a three-dimensional image of the customer’s feet in seconds. It also supplies a wealth of measurement data such as instep height, ankle circumference, foot length and width, helping sports retailers to recommend suitable insoles and ski boots.

Industrial design managers Christof Ronge and Assa Abloy explained

the jury’s decision as follows: “A powerful and compact service unit with long-term benefits for every aspect of the value-added chain. It helps customers to get more from their equipment and add even greater enjoyment to their sport.”



**ISPO AWARD
PRODUCT OF THE YEAR
2017/2018**



Do you have questions about our products? Would you like some individual advice or a concrete offer? Our BOOTDOC team is looking forward to your inquiry: office@boot-doc.com



BOOTDOC heating systems.

Never experience cold feet while skiing again!

Many customers appreciate comfort while skiing, which is why we are continuously expanding our product portfolio. New to the product range: the BD Heated Bag for ski boots.



The Heated Bag can be found in the BOOTDOC catalog on page 55 and at www.boot-doc.com

The Heat Socks XLP One with integrated heating element and high-performance lithium-ion battery packs are also extremely popular.



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

BOOTDOC: HOTRONIC

Scout tester wanted!

WINTERSTEIGER has recently been looking for a test client for the new Scout pilot machine. The search ended with the decision to choose Sport Schober in Scharnstein. Sport Schober's quality demands on ski service and **WINTERSTEIGER**'s own requirements are a perfect match, as Christoph Schober has a wealth of experience in servicing race skis and has tested a wide range of structures and edges for racing on the Scout.

The Scout has been undergoing intensive testing since December 2016, in which time 1,300 pairs of skis have been serviced. **WINTERSTEIGER** actively supports Christoph Schober and once a month

the grinding quality is checked, the software is updated, and fine adjustments are made. The practical experiences and customer desires, as well as feedback from trade fairs and the production line,

are feeding into the latest optimizations for the new automated ski servicing machine before it goes into series production in the summer of 2017.

The first Scout user report.

Christoph Schober has spent 4 months testing the Scout. We dropped by and asked about his experiences.

WINTERSTEIGER: Christoph, up to now you have been servicing racing skis with the Omega Racing grinding machine and the Trimjet. For servicing regular customer skis you have been using the Micro 71. How do you use the Scout in your workshop and how is it integrated into your servicing operation?

Christoph Schober: Our original thinking was that we could use the manual machines as a backup in case the Scout broke down. But that

was hardly necessary. The Scout managed the full workload straight away. I now do everything with the Scout: racing skis on Wednesdays, customer skis every other day.

WINTERSTEIGER: You have processed roughly 1,300 pairs of skis with the Scout. What's your verdict?

Christoph Schober: Very positive: The structures are consistent, right from the first to the last ski. The centering of the skis is far more pre-

cise than from a manual servicing machine. As surface grinding has now been automated, this extremely labor-intensive task is no longer necessary. Overall it is a big step forwards!

WINTERSTEIGER: How much time do you save with the Scout?

Christoph Schober: The time saving is huge, helped by the fact that skis can be fed into the machine in pairs. I am the only one in the workshop



The Scout undergoes testing at Sport Schober: The **WINTERSTEIGER** development team makes some final adjustments.

Update: In the meantime, Christoph Schober has decided for the Scout – congratulations!

and instead of going home at 11 o'clock at night, I can now leave at 8 – which is a nice little bonus to my quality of life.

WINTERSTEIGER: The Scout fits into your workshop very well. Have you ever considered an automated ski servicing machine before?

Christoph Schober: No, the Scout is the first automated machine that

fits in here as it sits right up against the wall. All the other automated machines we've looked at have been too big.

WINTERSTEIGER: Would investing in the Scout make commercial sense for you with your current grinding volume?

Christoph Schober: From our present perspective, yes. But in addition

to the financial benefits you also have to consider the time, stress, and labor that I save. I can definitely imagine changing to an automated ski servicing machine.

WINTERSTEIGER: Thank you for this intriguing first user report!

Boots in the genes.

Not only is Christoph a ski servicing specialist, but he also deals with boots.

With BOOTDOC insoles, socks and foam liners, he makes sure that the ski boot fits perfectly to the foot. This talent has probably been handed down through the gener-

ations: His grandfather and father were master shoemakers, so he still has all the machines from their era, which he now uses for adjusting ski and mountain boots.

A journey back in time: Christoph Schober's grandfather bought the shoe-making machine after the Second World War. It is still working to this day – used, among other things, for boot fitting.



From right: Scout tester Christoph Schober with the WINTERSTEIGER development team: Robert Berger, Alfred Buchleitner and Josef Wagner



There is always room for an automated machine.

Peter Maniak, WINTERSTEIGER head of sales for Germany, is unwavering: There is always space for an automated machine, even in the smallest workshop

He substantiates this claim with 2 customer examples: The Höfer family in Welzheim and the Pritzl family in Aidenbach. Both entrepreneurs invested in a new automated ski servicing machine while dealing with the structural necessities that this entailed.

For the Höfer family, it was the garage that fell victim to the installation of the Mercury with stone and disc modules. With the Pritzls, a wall was partially demolished

and the 2-module Mercury M sd was installed with centimeter-precision. It is serviced from the storage room behind it.

Peter Maniak explains in detail why it had to be an automated machine on our website.
www.wintersteiger.com/news1702



Left: Erwin Pritzl, Peter Maniak and Armin Pritzl

Right: The Höfer family in Welzheim. Senior director Klaus Höfer with daughter Connie, granddaughter, and Annette Höfer



Always be the best. Intersport Frühstückl, Obertauern

Since last season, Intersport Frühstückl has been servicing skis with a 6-module Discovery. The new automated ski servicing machine will process around 20,000 pairs of skis with 2 stone modules, 2 disc modules, 1 polishing module for the base edge, and 1 waxing and finishing module.

CEO Ewald Konrad compared different offers and machines in detail before making his decision, but it was WINTERSTEIGER's simplified servicing process with the automated ski magazine, the high throughput per hour and the service quality provided by the disc technology that ultimately impressed.

Ewald Konrad also invested in the base repair machine Basejet and decided to change to the Easyrent rental software. In the interview on

our website, he reports extensively on how he came to these decisions and his first season with WINTERSTEIGER equipment.



The full interview can be found in the News section of our website.
www.wintersteiger.com/news1703



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

BOOT DUG
HOTRONIC

Congratulations due for automated ski servicing machines!

WINTERSTEIGER installed a total of 83 automated machines for the 2016/17 season. We thank all involved for the excellent cooperation and we are proud of the great references obtained. We would like to introduce you to some of our customers below. For a complete list, please see the following page.



Skiverleih Hochzillertal, Stumm

Branching out from their background in the food services industry, the Hollaus family has established a completely new ski rental business with WINTERSTEIGER as their partner. For ski servicing, the entrepreneurs have started with a 2-module Mercury sd and are delighted with the top service quality that they can offer their customers.



Sports & More, Königsleiten

Gunter Unterwurzacher, owner of Sports & More, has opted for a new Discovery with 3 modules. He is particularly pleased with the new polishing module, which greatly accelerates his working processes.



Sport 2000 Passler, St. Jakob

Max Passler upgraded from a Discovery with 3 modules to a 6-module version (2 stone and disc modules for bases and edges, 1 polishing, and 1 finishing module). Max and Alois Passler want the best of both worlds: maximum throughput and the finest quality. With the new Discovery, both demands are met effortlessly.



Sporthütte Fiegl, Sölden

Alois Fiegl (right) and workshop manager Ernst Riml (left) replaced the predecessor model with a new-generation Discovery featuring 6 modules. Thanks to the new Discovery, they can now achieve even higher levels of precision. A further advantage of the new Discovery is that it sets about its work even more quietly.



Skiservice Da Nico, Arabba

Skiservice Da Nico in Arabba invested in its 2nd Discovery with 3 modules: stone, disc, and polishing. The team at Skiservice Da Nico have particularly high praise for WINTERSTEIGER customer service, which provided reliable support in all matters.



Marcellin Sports, Sestriere

Proud owners of a Mercury: At Marcellin Sports in Sestriere, the Mercury has been fitted on a wheel-mounted frame, allowing it to be moved for maintenance activities. Imprese Turistiche Barziesi in Barzio, Faletti Sport in Boario Terme and Idea Sport in Aprica have also invested in a new Mercury in 2016.

CONGRATULATIONS!

AUSTRIA

Alpin-Laden-Center, Scheffau
Amadeus Ski- und Snowboardschule, Pruggern
Head Sport Gmbh, Kennelbach
Intersport Frühstückl, Tamsweg
Intersport Pintar, Murau
Planai Sport, Schladming
Ski Dome Oberschneider, Kaprun
Skiverleih Hochzillertal, Stumm im Zillertal
Skiverleih Kirchberg Margreiter, Kirchberg
Sporthütte Fiegl, Sölden
Sport Lentsch, Jerzens
Sport Stöckl, Saalbach
Sport 2000 Defereggental Passler, St. Jakob
Sports & More Unterwurzacher, Wald im Pinzgau

GERMANY

Aktivsport, Goldbach
Engelhorn Sports, Mannheim
Intersport Räßple, Kirchheim
Martin Sport, Neunkirchen am Brand
Sport 2000 Schuh + Sport Höfer, Welzheim
Sport Gürteler, Engelharting
Sport Herrmann, Neutraubling

SWITZERLAND

A-Z Sports & Fashion, Saas-Fee
Beat Sport, Buchs
Chez Kin-Kin Ski Shop, Les Poses
Fellay, Verbier
Future Service Gmbh, Flawil (3 Automaten)
Hangl's Sport & Mode, Samnaun Dorf
Kessler Swiss, Altdorf
Pfeco Sports, Sion
Sepp Bürcher Sport, Riederalp
Sportshop Karrer, Laufen
Sport Trend Shop, Hinwil

FRANCE

Intersport Sa Glatigny Sports, Peisey Nancroix
Jeandet Sport, Megeve
Piccard Sport Sarl, Les Saisies
Sacmac Sa, Montricher Albanne
Sanglard Sports, Chamonix
Sarl Olympic Sports, Montvalezan
SAS AZ Ski, Avoriaz
Ski Fun Shop Dotri Shop, Les Gets

NORWAY

Trysil Skishop, Trysil

CZECH REPUBLIC

Bikero, Hradec Králové
Dusan Mihel, Uhersky Brod
Highland Sport S.R.O., Havlíčkův Brod
Mega Plus, Janské Lázně
Melida, Spinleruv Mlyn

ITALY

Decathlon Italia, Basiano
Faletti Multistore, Darfo Boario Terme
G2 Sport, Sestriere
Hellweger Josef & Johannes & Co. KG, Welsberg (BZ)
Idea Sport, Aprica
Imprese Turistiche Barziesi, Barzio (LC)
Marcellin Alberto Sport, Sestriere
New Ski Center, Rimini
Scuola Sci Corvara, Corvara
Ski In Srl, Courmayeur
Ski Service Da Nico, Arabba
Sport Extreme, Livigno - Plàn da Sora
Sport Pescosta, Colfosco
Sport Ventura Srl, Tesero TN

SWEDEN

Udéns Skiduthyrning, Göteborg
Ramundbergets Alpina Ab, Bruksvallarna

DENMARK

Steep And Deep, Holte

SPAIN

Decathlon, Villafranca
Candanchú, Candanchú (Huesca)

POLAND

Ikatur, Kraków
Jan Piela Sport Serwis, Warszawa
Decathlon, Piaseczno

USA

Boyne Country Sports, Traverse City MI
Caldera House And Club, Teton Village WY
Greenwood'S Ski Haus, Boise ID
Northern Ski Works, Killington VT
Rei Denver, Denver CO
Retail Concepts, Avon CO
Squaw Valley Ski Corp, Olympic Valley CA
Sunday River, Sunday River ME
Vail Sports, Vail CO
Yellowstone Club, Big Sky MT

CANADA

Sporting Life, Calgary Alberta
Sport Chek Sherway Mall, Toronto Ontario
La Shop Service-Course, St-Sauveur Quebec

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT

BOOT/DOC:
HOTRONIC

Automated ski servicing machines for generations. Sport Lentsch, Jerzens

Sport Lentsch in Jerzens has been grinding skis with WINTERSTEIGER automated ski servicing machines since the start of the 1990s. This means Karl Lentsch counts among the pioneers who have been relying on WINTERSTEIGER technology since the very beginning.

Over his 25-year plus history with the machines, he can still recall the very first models, including the Jet Center, Twin Trim, and Shuttle. Last year, Sport Lentsch invested in a modern Discovery with the stone, disc, polishing, and finishing modules.

Along with the new base repair machine Basejet, he has the perfect combination for his workshop. “We made the right move with this investment. The two machines enabled us to successfully get through the entire winter and service around 8,000 pairs of skis to a fine stand-

ard,” says Karl Lentsch. He is particularly delighted with the electronic angle adjustment feature: “Our customers come to us straight from the slopes and don’t want to miss any skiing time. With the Discovery, I can meet everyone’s needs at the touch of a button in seconds flat!”

Impressive quality.

Along with speed and a high throughput, demands on ski servicing quality are also extremely high in Jerzens. As well as tourists, the company’s clientele also includes demanding locals and ski racers. Sport Lentsch impress-

es everyone with the Discovery. Word has gotten round the racers too that the quality of service on bases and edges is outstanding. The Pitztal (an alpine valley) is also a vital success factor. This is the home of Benni Raich, who trained

for his first amateur races in the Hochzeiger skiing area in Jerzens.

From left: Simon, Charly, Andi und Raimund Lentsch



Consistent growth driven by innovation and quality.

Sporting Life, Canada

Sporting Life is Canada's most prestigious sporting goods, lifestyle and "fash-letics" retailer.

Opened in 1979, the aim was and is to offer high quality products and well-known brands that enhance the customer's active lifestyle. In effort to become a nationwide sporting goods and sport fashion leader, Sporting Life has opened 4 new 40,000 square foot locations in the last 4 years. At the moment, Sporting Life is operating 8 stores across Canada offering ski service in 8 locations.

Sporting Life has experienced consistent growth over the years and has been working hand-in-hand with WINTERSTEIGER for many years to develop a comprehensive ski service

program with the focus on innovation and excellent customer service. WINTERSTEIGER therefore upgraded all of their current equipment for new state of the art automated machinery in the past. Of course, the 4 new locations are also equipped with the latest WINTERSTEIGER technology. In total, WINTERSTEIGER provided 3 Mercury, 2 Race NC and 2 Discovery. In addition, the smaller locations are equipped with a quiver of manual ski service machines like Omega RS for base grinding and Trimjet for edge grinding.

"Sporting Life is a place where our customers can find the best quality, brand name fashion and sports equipment that supports the active and energetic lifestyle that our customers live and love. WINTERSTEIGER is a brand that fits perfectly to our vision", says Jerry Rynda about the strong partnership.



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT

BOOTDOCS
HOTRONIC



WWW

www.sportinglife.ca

WINTERSTEIGER News

17

Discovery leaves nothing to be desired.

Hangl Sport & Mode, Samnaun 

The Hangl family in Samnaun has been a pioneer of ski development for decades. Carving is a particular field in which the Hangls have worked with prominent trailblazers such as Sepp Bürcher, Andreas Hangl, Simon Jacomet, Hardi Spirig and Dominic Blatter in their own ski-development department „SnowconAction“. Skiing talent has also been handed down through the genes of the Hangl family: The third generation has dedicated itself to racing, taking part in international competitions. The quality demanded in all areas is staggering – ski service included.

When deciding which technology should be used in the ski workshop, the automated ski servicing machine Discovery sdsp was selected. The system was commissioned shortly before the 2016/17

winter season, and even after only a few days, Elvis Prinz, service technician at Hangl Sport & Mode, was already raving about the outstanding benefits of the new Discovery.

“With the Discovery I can prepare skis in race mode, which means they can be used for racing straight from the machine without the need for any further steps. The variety of structures for the base and the settings options for the edges leave nothing to be desired and guarantee that I can precisely transfer the desired parameters directly onto the ski,” states Elvis Prinz.

Elvis Prinz also sees the Discovery’s feeding without bridges and suction cups as an advantage. “This technology allows me to easily work on skis with the craziest of surfaces. It simply works without any problems,” says Elvis Prinz.



Elvis Prinz checks a freshly prepared racing ski next to the Discovery sdsp

Ski servicing center as WINTERSTEIGER test center.

Future Service, Zuzwil

Future Service in Switzerland grinds all year round. Which is lucky for WINTERSTEIGER: Many machine components that are currently in development can be tested at Future Service during the summer under real-life conditions.

Future Service in Zuzwil is one of the largest and most modern ski-grinding centers in Switzerland. Since starting out in Flawil with a WINTERSTEIGER Shuttle in 1999, Erich Gähwiler (owner and CEO) has adapted the business over time to meet ever-growing

demands. Today their customers include roughly 50 sports stores in eastern Switzerland as well as two large, national sports chains.

Future Service is constantly investing in larger and more powerful machines: Future Service currently

uses 4 automated grinding machines, 3 of which were replaced with 3 new Discovery automated machines with stone, disc, and polishing modules at the end of 2016.



From left: Markus Portmann (Area Sales Manager, WINTERSTEIGER Switzerland), Erich Gähwiler (Future Service GmbH) and Daniel Kisslig (Branch Manager, WINTERSTEIGER Switzerland)



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPT. EASYRENT

BOOTDUC HOTRONIC

The stuff of fairytales. Strolz Sport & Mode, Lech am Arlberg

It is almost like a fairytale: Through an unassuming little house opposite the Strolz Sport & Mode store, the visitor enters a magnificent underground ski rental outlet. Great treasures may be found here – but they are not hidden away: High-quality ski equipment and other retail items are on display, illuminated by the daylight that pours in from above and the spectacular lighting.

According to the Strolz motto: „Enjoyment comes from slowing down“, this place creates a sense of comfort and allows room for idleness. The unique ski rental store, hewn from boulders and rock, also impresses with its engineering artistry. Strolz’s use of nothing but the finest materials down to the very last detail is impressive too. For equipping its ski rental store, Strolz has relied on WINTERSTEIGER Easystore products for years. The rental system comprises ski rack

trolleys, ski boot dryers and helmet dryers for roughly 1,000 rental items, while the manned ski depot has rack space for 1,000 pairs of skis, snowboard rack trolleys for 100 snowboards and Premia dryers for 1,100 pairs of ski boots.

A unique project:
a ski rental store
to take your
breath away!



WWW

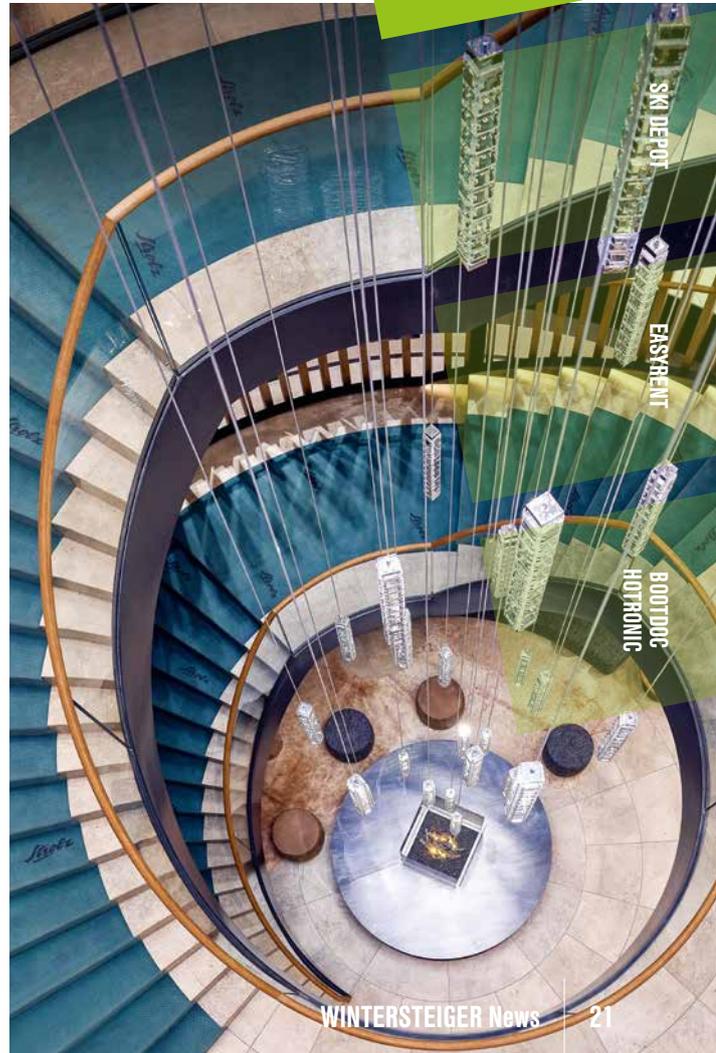
www.strolz.at



NEW PRODUCTS

SKI SERVICE

SKI RENTAL



SKI DEPOT

EASTRENT

BOOTDOCK
HOTRONIC

Family-owned enterprise with plenty of drive and passion. Sportshop Hagleitner, Saalbach

Now in the 4th generation of family ownership, the Hagleitner family has grown their sports business over the last 75 years to encompass 3 sites. Customers are welcomed through the door like old friends: With the Hagleitners, personal customer care is what counts.

The store near the Schattberg Xpress cable car was renovated in 2016 and fitted with WINTERSTEIGER rental systems. As loyal WINTERSTEIGER customers for decades, the Hagleitners have also procured their ski servicing machines and the Easyrent rental software from WINTERSTEIGER.



Monika, Marcel,
Michelle & Michael
Hagleitner



WWW

www.sporthagleitner.com

BOOTDOC insoles with Hagleitner imprint



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

The boot doctor will see you now.

Son Marcel has dedicated himself to boot fitting and is known as „the boot doctor“. His expertise has taken him to a variety of destinations, including Australia, where he spent 8 seasons sharing skills and expertise with boot fitters from the USA and Canada.

Marcel spends between 1 and 2 hours on each customer and has earned himself a stellar reputation that brings people to Saalbach from all over Austria and beyond. „I adapt 80 – 90 % of the ski boot when I sell them: squeezing, milling, adding foam, cuff adjustments for racers, heel plates – whatever is necessary. Many customers also come with their own ski boots that are causing problems. I provide BOOTDOC insoles with every pair of ski boots so that the anatomic fit of the foot in the boot is much better.“

This is how Marcel eliminates problems with flatfoot, clubfoot and splayfoot. And just like a doctor, he works by appointment only.



Higher ski servicing quality in Barzio. Imprese Turistiche Barziesi, Barzio

One hour away from both Milan and Bergamo in the region of Lombardy lies the ski resort of Piani di Bobbio. The proprietors of the lift company, Massimo Fossati (owner) and Fabrizio Fossati (CEO), were unsatisfied with the quality of ski servicing available in Barzio and therefore launched this project themselves.

They established a completely new ski rental store for around 600 pairs of skis at the gondola station in Barzio. WINTERSTEIGER was the force behind the entire project: The original idea of contracting different firms was abandoned during the planning phase and I.T.B. brought in WINTERSTEIGER as a comprehensive system supplier for equipping the ski workshop, rental, and depot.

The company agrees it was a success: During only the first season, I.T.B. registered roughly 9,000 customers in the ski rental store, exceeding their turnover target. WINTERSTEIGER congratulates I.T.B. and is delighted by the successful collaboration!

- **Workshop:** Mercury Msd automated service machine, Sigma Eco base grinding machine, Baseman base repair machine, Waxjet Pro waxing machine
- **Ski rental store:** Easystore Basic racks with narrow, white front panels for around 600 pairs of skis and drying modules
- **Ski depot:** Drying lockers with 150 spaces
- **Easyrent software:** Ski rental, inventory, online reservation, depot linking



WWW

www.pianidibobbio.com

From master electrician to ski rental.

Sport 4 You, Saalbach 

Wolfgang Stöckl has made a lateral career shift: Where his electrical store once stood, he has now set up a brand-new ski rental shop. In a striking format, the ski rental store for 450 pairs of skis and snowboards showcases the entire WINTERSTEIGER product range.

Skis and snowboards are stored in Easystore Flex mobile workshop racks, while a 3-module Discovery automated ski servicing machine, an Omega B belt grinding machine, and a Safetronic binding setting device can be found in the ski

servicing workshop. Cash desk functions are provided by the Easyrent rental software, which Wolfgang Stöckl also uses to organize and keep track of the ski hire transactions, on 3 work stations. Accessed via a customer

elevator, the basement ski depot with 324 storage locations works particularly well.

Congratulations on the new ski rental shop. We wish Mr Stöckl every success!

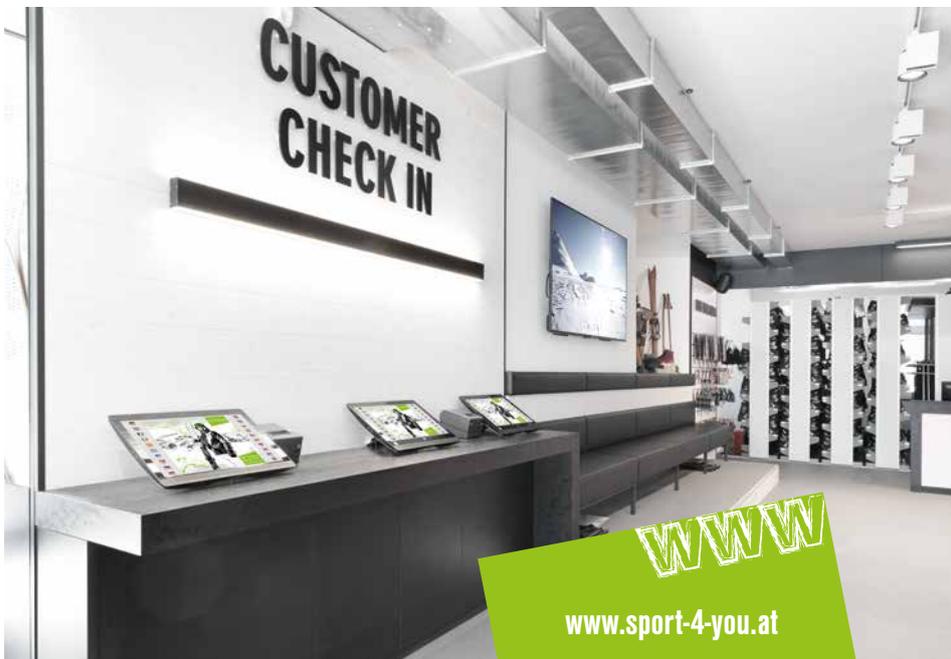
NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT



www.sport-4-you.at

EASystore FLEX REFERENCES



CH Sports, France



CH Sports, France



Intersport Planai Charly Kahr Bründl, Austria



Big Sky Sports, USA

WINTERSTEIGER rental projects 2016/2017

AUSTRIA

Alpensport Handels GmbH, Tröpolach
Intersport Scs-Vösendorf, Vösendorf
Josef Pechtl, Ehrwald
Lucian Burghotel, Lech
Maier & Partner, Rauris
Perner GmbH, Flachau
Intersport Planai Charly Kahr, Schladming
Schwaiger Scharfetter, Bad Hofgastein
Skiverleih Hochzillertal, Stumm
Sport 2000 Engelbert, Gerlos
Sport Bründl (2mal Skiverleih), Kaprun
Sport Hagleitner, Saalbach
Sport Heidegger, Kühtai
Sport Pangratz & Ess, St. Anton a. A.
Sport Pichler, Mauterndorf
Sport-Center, Wagrain
Sporthaus Strolz, Lech/Arberg
Sports & More Unterwurzacher, Wald/Pinzgau
Sport-Skischule Kleinarl, Kleinarl
Sport 4 You, Saalbach

GERMANY

Kaulard & Schroiff, Simmerath

FRANCE

2W Sports, Kingersheim
Aalborg Sport, Les Deux Alpes
Bec Skis, Correncon En Vercors
Bol D'Air Aventure, La Bresse
Ch Sports, Les Deux Alpes
Club Mediterranee, Alpe D'Huez
Free Sport Sas, La Clusaz
Jean Prost Sports **, Les Rousses
Nagano Sports, Valloire
Noel Sport, Les Deux Alpes
Oh Shop Sport, Val Thorens
Rocshop, La Rosiere Montvalezan
Sacmac Sa, Montricher Albanne
Sarl Lanches Sports, Ville La Grand
Sas Az Ski Intersport, Avoriaz
Ses Sarl - Skiset, Courchevel
Ski Technic, Val Thorens
Skifiz Newfiz Sport, Passy
Sports 1850, Les Menuires

Sports Confort, Montclar
Sports Simond, Risoul
Universite Jean Jaures, Toulouse

ITALY

Alpen Village Hotel, Livigno
Canins Alessandro & Luigi Sas, San Cassiano
Cimaschool Rental, Olang
Decathlon Italia, Mestre
Decathlon Italia, Cinisello B.
Decathlon Italia, San Giovanni Teatino
Decathlon Italia, Udine
Decathlon Saronno, Saronno
Decathlon, Torri Di Quartesolo
Gelmi Sport, Folgaria
Imprese Turistiche Barziesi, Barzio
Klausberg Seilbahnen, Ahrntal
Marcellin Alberto Sport, Sestriere
Niko Sport, Moena
Noleggio 5 Laghi Snc, Madonna Di Campiglio
Noleggio Del Brenta, Madonna Di Campiglio
Noleggio Sci F.Lli Degasperis, Meano
Rent and Go, Sestriere
Scuola Sci Montebianco, Courmayeur
Skiarea Miara, Marebbe
Skiservice Obereggen, Deutschnofen
Sport Center Team, Breuil Cervinia Valtourmenche
Sportler, Selva Di Val Gardena
Tonale 3000, Vermiglio

SWITZERLAND

A-Z Sports & Fashion, Saas Fee
Bergbahnen Engelberg-Trübsee-Titlis
Boom Sport, St. Moritz
Chandolin Hotel, Chandolin
Hari Sport, Adelboden
Madrisa Sport, Klosters
Michel Sports Champoussin, Champoussin
Migros Neuchâtel-Fribourg, Granges-Paccot
Milena Sports, St Cergue
Oreiller Sports, Verbier
Philippe Roux Sports, Verbier
Sports Loisirs, Porrentruy
Turmhotel Grächerhof AG, Grächen

USA

Big Sky Sports, Big Sky MT
Caldera House And Club, Teton Village WY

Charter Sports - Marriott, Breckenridge CO
Colorado Ski & Golf, Arvada CO
Crystal Mtn Sport Shop, Crystal Mtn WA
Department of Homeland Security, Glynco GA
Diamond Peak Resort, Incline Village NV
Eagle Crest, Juno AK
Jackson's Base Camp, Park City UT
Four Mountain Sports, Snowmass Village CO
Four Mountain Sports, Ketchum ID
Granite Chief, Truckee CA
Incline Ski Shop, Aspen CO
Jackson Hole Ski Corp, Teton Village WY
Mcas Miramar Mccs Dept, San Diego CA
Monarch Ski And Snowboard Area, Salida CO
Mt Hood Meadows Ski Area, Mt Hood OR
Mt Mansfield Co - Stowe Mt Resort, Stowe VT
Outdoor Rec, Fe Warren Afb MT
Peak 8 Rental, Breckenridge CO
Pete Lane's Mountain Sports, Ketchum ID
Retail Concepts, Avon CO
Ski Butlers Aspen, Aspen CO
Ski Pro, Phoenix AZ
Snow Summit Inc., Big Bear Lake CA
Sonnentalp Hotel, Vail CO
Spanish Peaks Mountain Club, Big Sky MT
St. Regis Deer Crest Resort, Park City UT
Sturtevant'S Sports, Bellevue WA
Taos Ski Valley, Taos NM
The Ritz Carlton, Aspen CO
Vail Hotel Partners, Vail CO
Venture Sports-Cascade Hotel, Vail CO

CANADA

Whistler Village Sports, Whistler

EGYPT

Majid Al Futtaim Properties Egypt, Cairo

ANDORRA

Esports Ski Calbo, Soldeu

RUSSIA

Snowsporttirol, Moscow
University Plaza, Sochi

SPAIN

Explotaciones Turisticas, Candanchu - Huesca

SLOVENIA

Vita, Marketing, Trgovina In Sport, Trebnje

SWEDEN

Hemavan Alpint AB, Hemavan

The self-service ski depot.

Practical, neat, profitable 

Ski depot trebled in size.

The ski depot belonging to ski school Sport Widmann is ideally located at the valley station of the Fieberbrunn cableway – and demand has steadily grown.

Before the winter season, Sport Widmann expanded the ski depot from 100 to roughly 300 spaces.

The storage lockers have been designed in the company color of Widmann blue. Customers can

store all their ski equipment and look forward to dry, warm ski boots the next morning.

Extra service: Individual storage lockers.

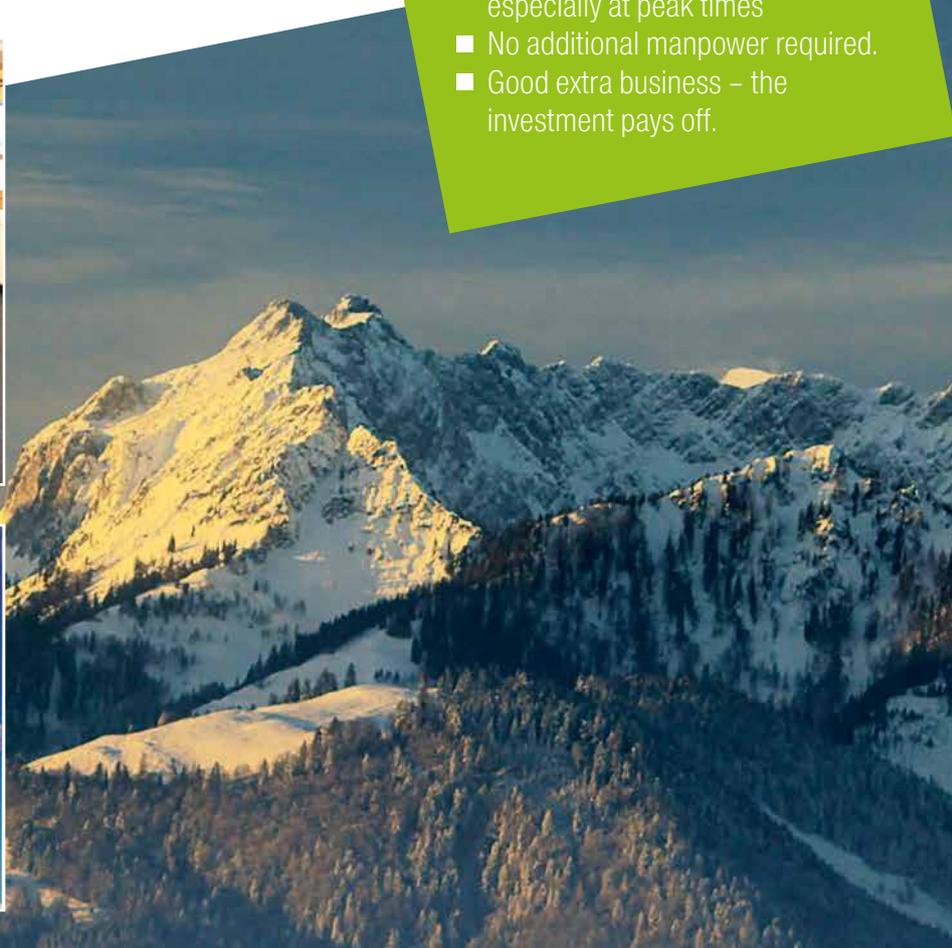
Rent World Noichl in St. Johann found their manned ski depot proved to be a hit and also introduced self-service storage lockers last season.

Spotting the Wilder Kaiser motif, the lockers provide space for skis, ski boots, helmets, and gloves, and can be locked individually.

The storage lockers are settled by Easyrent rental software.

Both enterprises appreciate the following features of the self-service ski depot:

- No annoying wait for customers, especially at peak times
- No additional manpower required.
- Good extra business – the investment pays off.



Continued success for WINTERSTEIGER following the Olympic Games:

New rental and depot system for Rosa Khutor.

Despite the difficult economic environment in Russia, WINTERSTEIGER successfully won Rosa Khutor, the largest ski resort in Russia, as a client for a further project.

When the Winter Olympic Games were awarded to Sochi, several new ski resorts sprung up in the Caucasus region within a few years – one of which is Rosa Khutor. 94 km of ski slopes and 26 lifts stand ready for up to

10,500 guests per day.

Positive experiences and our unbeatable price-performance ratio for the projects in the run-up to the Winter Olympics contributed to the decision by Rosa Khutor to invest

in the WINTERSTEIGER rental and depot system in 2016. WINTERSTEIGER installed a further ski rental stocking 500 pairs of skis including 100 storage lockers.

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASY/RENT

BOOT/DOC
HOTRONIC



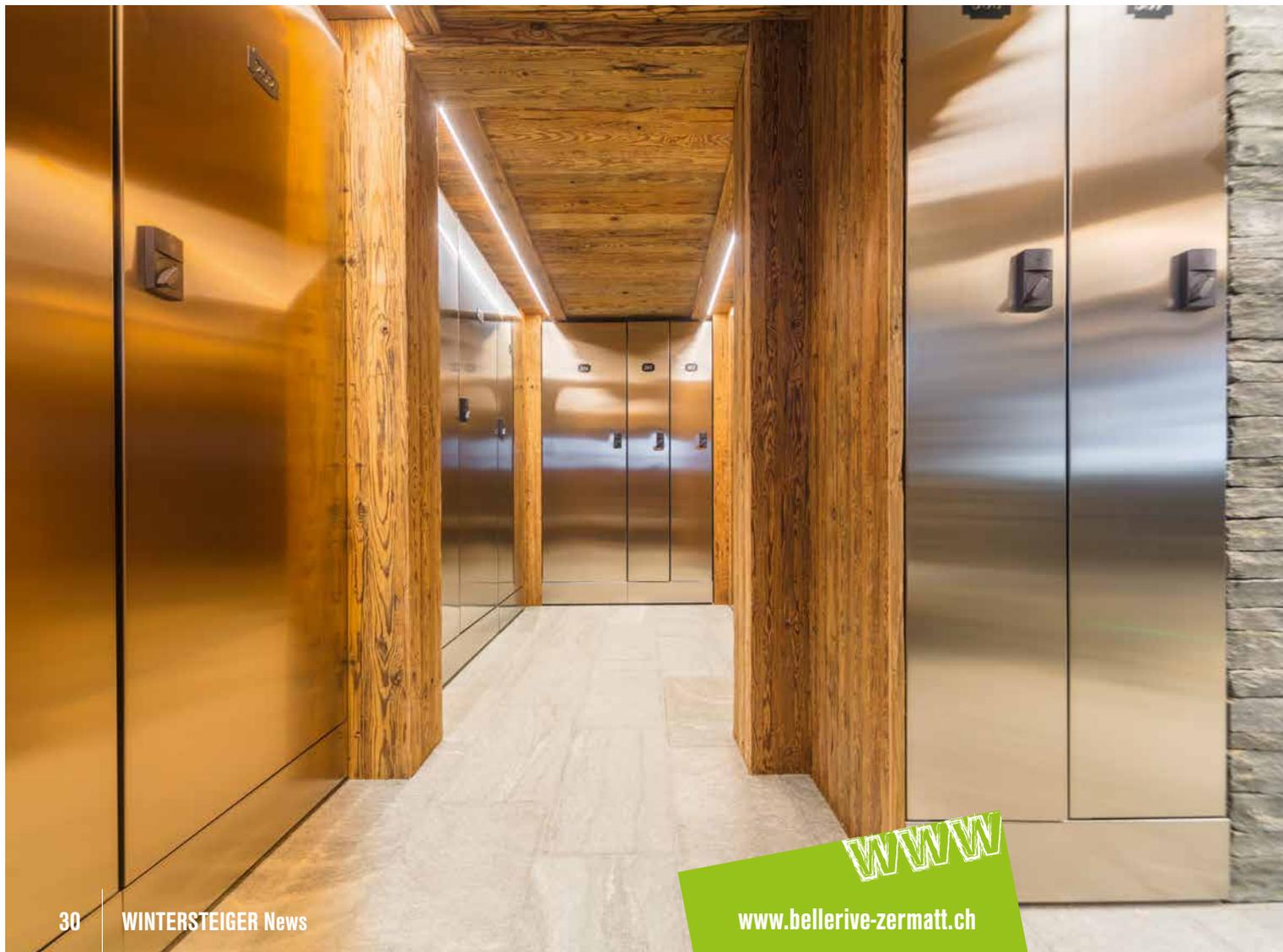
Chromium steel ski depot. Boutique Hotel Bellerive***, Zermatt

Katja and Mario Moti originally planned the conversion and renovation of their hotel in 2016 to have 21 guest rooms and 3 suites, without including the ski cellar. During the course of the renovation however, they quickly had the idea of transforming the musty and uninviting ski cellar into a contemporary and practical gem for the guests.

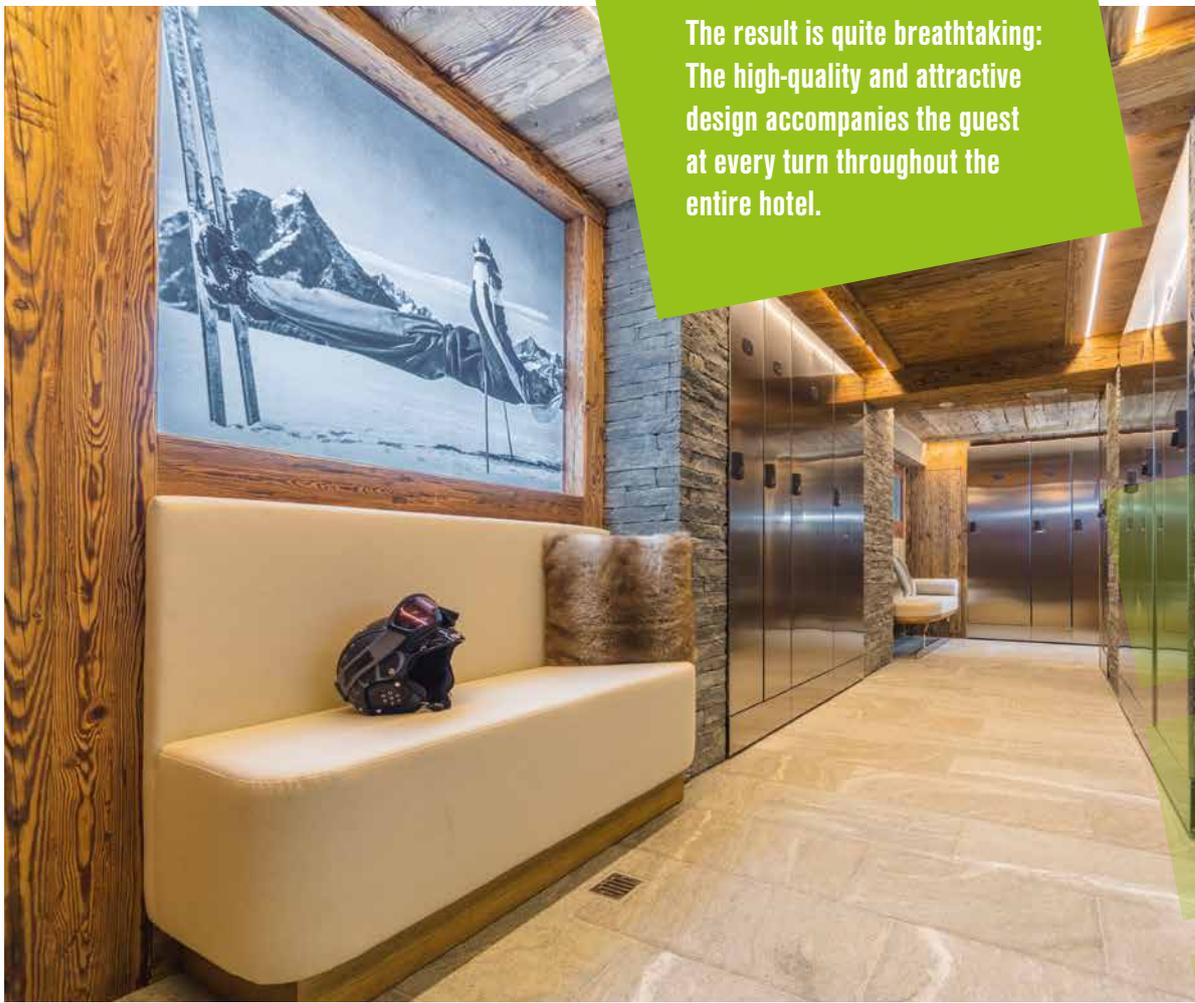
Based on our extensive experience and numerous reference projects, the hoteliers contracted WINTERSTEIGER for the conversion of the ski cellar. It was important to the Motis that their newly defined

corporate design, which is visible throughout the hotel, was also reflected in the ski cellar. Various distinguishing features made from chromium steel therefore had to be incorporated into the ski cellar. For this reason, chromium steel was

also chosen for the doors to the ski depot, which houses a total of 27 lockers (a combination of four-locker and two-locker units offering 84 spaces).



The result is quite breathtaking:
The high-quality and attractive
design accompanies the guest
at every turn throughout the
entire hotel.



NEW PRODUCTS

SKI SERVICE

SKI RENTAL



SKI DEPOT

EASY/RENT



BOOTDOP-
HOTRONIC

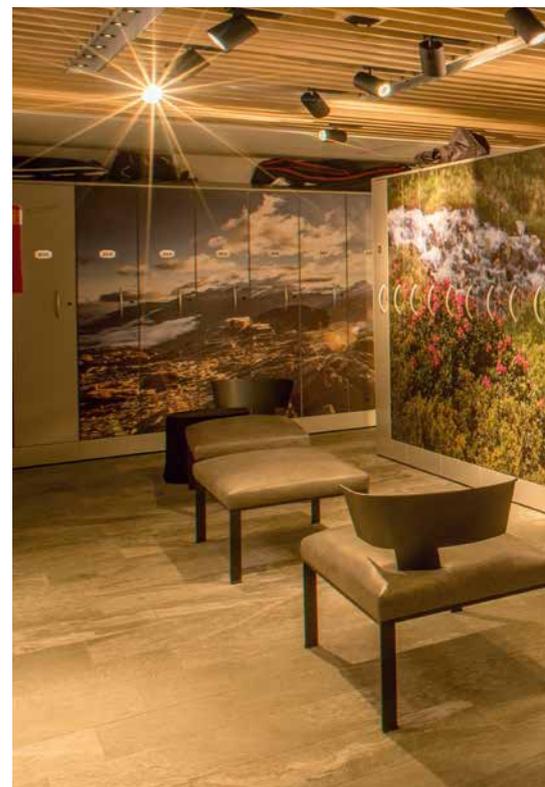
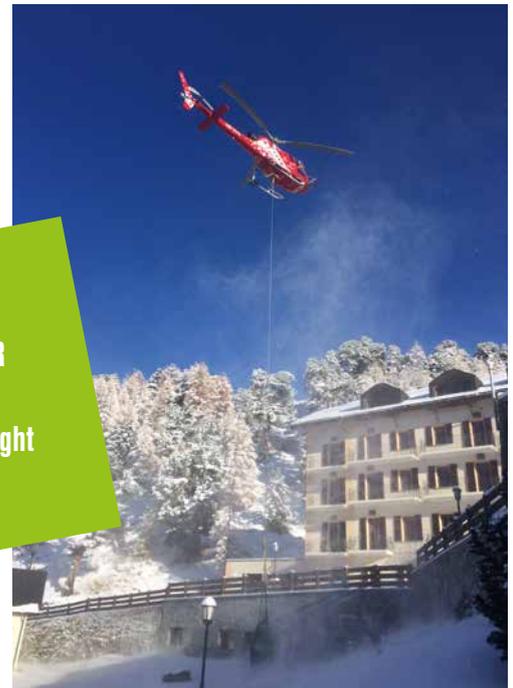
Ski depot delivered by helicopter. Hotel Riffelalp*****, Zermatt

The Hotel Riffelalp, built in 1878, is situated at an altitude of 2222 m and is known for its stunning views of the Matterhorn. To reach this legendary hotel, the guests only have 2 options: taking the Gornergrat mountain railway to the hotel's own Riffelalp station or flying in by helicopter.

In 2016, the entire hotel complex was completely renovated. This opportunity was also used to transform the ski cellar into a 5-star space. The Zermatt-based architectural office MLS relied on WINTERSTEIGER for the implementation and the results are clear to see: Alongside conveniently sized ski storage lockers and doors

with images from the local area, complementary seats and subtle decorative elements were selected to complete the overall effect.

The new WINTERSTEIGER ski depot with 86 lockers and 172 spaces was brought in by helicopter



WINTERSTEIGER depot projects 2016/2017

AUSTRIA

Hofstadl Gmbh, Flachau
 Intersport Wulschnig, Bad Kleinkirchheim
 Bergbahnen Aineck, St. Margarethen
 Rent World Noichl, St. Johann i.Tirol
 Sport 4 You, Saalbach
 Sport Herzog, Neukirchen
 Widmann-Sport KG, Fieberbrunn

SWITZERLAND

Ase Sa, Vetroz
 Bayard Sport & Fashion, Zermatt
 Bergbahnen Engelberg-Trübsee-Titlis
 Celine Datwyler Sports, Villars Sur Ollon
 Christiania Hotel & Spa, Zermatt
 Dorfzentrum Engelberg, Engelberg

Haus Tulipan Zermatt, Visp/Vs
 Hotel Bellerive, Zermatt
 Hotel Huus Gstaad, Gstaad-Saanen
 Madrisa Sport AG, Klosters
 Riffelalp Resort AG, Zermatt
 Telenendaz, Haute Nendaz

ITALY

Alpin Sports Company, Seis Am Schlern
 Hotel Dolasilla ****, La Villa
 Hotel El Pilon Srl, Pozza Di Fassa
 Hotel Monte Sella, S. Vigilio Di Marebbe
 Imprese Turistiche Barziesi, Barzio
 Montchalet Boutique Hotel, Ortisei
 Noleggio 5 Laghi SNC, Madonna Di Campiglio
 Noleggio Rensi Michele, Serrada Di Folgaria

Rent And Go Kurt Ladstätter GmbH, Olang
 Rentasport Gitschberg, Meransen
 Residence Sovara, Santa Christina
 Skicarosello Corvara, Corvara
 Skisalon KG, Olang
 Skiverleih Hofer Günther, Sand In Taufers

FRANCE

Dumoulin Sports, Flumet

RUSSIA

University Plaza 000, Sochi

USA

Taos Ski Valley, Taos NM

EGYPT

Majid Al Futtaim Properties- Egypt, Cairo

NEW PRODUCTS

SKI SERVICE



SKI RENTAL

SKI DEPOT



EASY/RENT

BOOT/DOC
HOTRONIC

WWW

NEW: Easygate

For an optimized rental process with Intersport Arlberg, St. Anton 

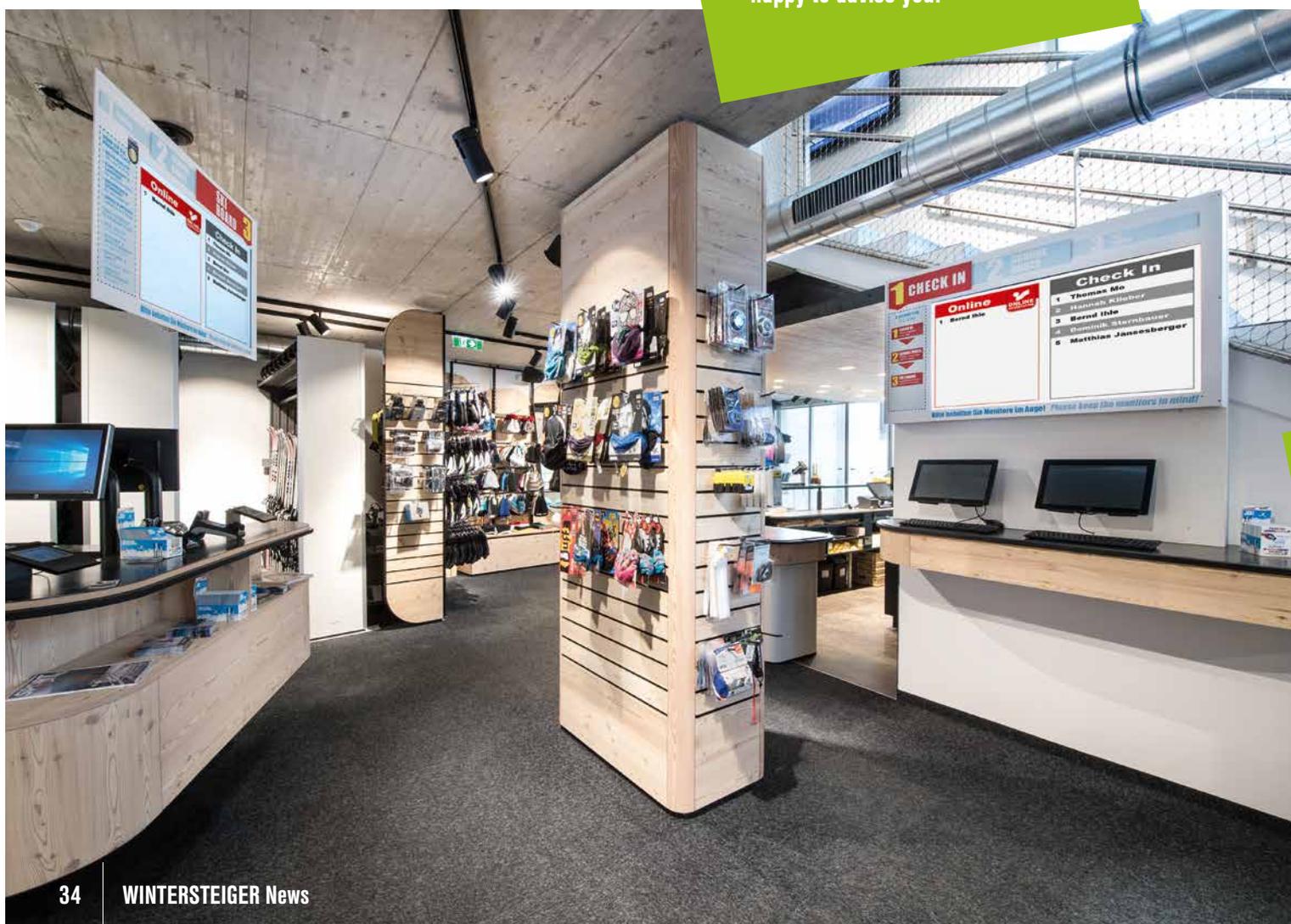
Working in collaboration with Intersport Arlberg in St. Anton, WINTERSTEIGER has developed the „Easygate“ add-on module for the Easyrent rental software.

Easygate speeds up and regulates the rental process. Monitors show customers who is next in line at the ski and boot issuing counter. CEO Michael Ess had some specific concerns in mind: “We wanted to reduce waiting times and the subsequent stress for customers, and overcome the supermarket

check-out syndrome – always thinking that you are standing in the wrong line.

Monitors show customers who is next in line.

If you are interested, please contact your regional sales representative, who will be happy to advise you!



Waiting times – as short and sweet as possible.

After check-in, customers who are renting multiple items first appear on the monitor for boot issuing and then on the monitor for ski rental. Online reservations are displayed separately.

For the customer, this means a receipt is no longer required and the waiting time is clear. If, for example, there are 10 people in front, the customer can browse the shop at their leisure. The employees, on the

other hand, can see on the Easyrent screen which customers are waiting, and can call them up and process them accordingly.

For Michael Ess, it's a successful

enhancement to his rental process: "Customers really appreciate Easygate. The waiting time is more regulated and stressless and they are delighted by the positive slow-down."

NEW: Easywork Easyrent software modules for perfect organization.

We are expanding our product portfolio!

The new module „Easywork“ will be introduced in the 2017/18 season, enabling you to organize your processes simply and efficiently – including managing

customer data, recording and processing service orders, ordering replacement parts, etc. Easywork is aimed at various sports that all require special

functionalities and options, such as skis, snowboards, sneakers, bikes, exercise equipment, tennis, golf, inline skates, boots, etc.

Efficient to use in any combination:

- Easyrent – the complete rental solution
- Easyware – the compact inventory management solution
- Easydepot – for manned and self-service depot solutions, chip depot
- Easyreservation – reservation management, online portals
- Easygate – for process optimization – **NEW**
- Easyreplication – the networking solution
- Easypool – the pool solution
- Easyinterfaces – solutions for interfacing with other products



Full speed ahead with Easyrent.

Sport Müller, Zöblen 

Sport Müller in Zöblen is a family-owned company with a vision. By switching to the Easyrent rental software, Sport Müller wants to turn their ideas into reality and customize their work processes.

For instance, Andreas Müller wants to use Easyrent to manage the company's bike rental service, including the pick-up date, collection ticket, and service invoice. The Easyrent module „Easywork“ will make this possible from next season. “Easyrent satisfies all our needs. It is easy to use and is being constantly updated with new features. Thanks to the service hotline, we can also rely on

expert support seven days a week.” explains Andreas Müller.

The advice provided by Franz Hartl (WINTERSTEIGER area sales manager) over the years has also led to the addition of more and more WINTERSTEIGER green in the ski servicing workshop. Since obtaining their first binding adjustment device, the company has added other WINTERSTEIGER machines to

their collection, including a Trimjet for edge grinding and an Omega S for base grinding. The Müller family feel they are in good hands and are pleased with the prompt and reliable support they have received from WINTERSTEIGER customer service.

Exemplary photo



Easyrent is top of the class.

Ski School St. Ulrich, Gröden

The Ski School St. Ulrich is one of Italy's most famous skiing institutions. Founded before the Second World War, it has grown to encompass 5 sites and employs 110 ski instructors. In addition to skiing, snowboarding, and cross-country skiing lessons, it also offers ski rental at 4 sites, ski servicing and retail items.



Innovative online reservation. After a successful test phase with the demo version in summer 2016, the Ski School St. Ulrich

decided to convert all 5 branches – including all reservation modules, inventory, and fiscal systems – to WINTERSTEIGER Easyrent over fall. Leo Zambon, director of the ski school, explains: „To remain up-to-date, we have installed the innovative rental program from WINTERSTEIGER at our ski-hire sites and also offer online reservation, which is

growing in importance. The new program provides us with a good link and data exchange between the individual ski rental stores. We are very pleased with the new program after this first winter season.“



The full report can be found on our website.
www.wintersteiger.com/news1704



BOOTDOC HOTRONIC

Innovative 3D foot scanners from BOOTDOC. Sport 2000 Simon, Saalfelden

„As soon as the customer steps foot on the scanner, the ski boot is sold,“ reports Thomas „Tom“ Hutter from Sport 2000 Simon in Saalfelden. The fact is, customers simply love the 3D foot scanner: „Customers are often surprised at how different their two feet are and want to take the scan with them.“

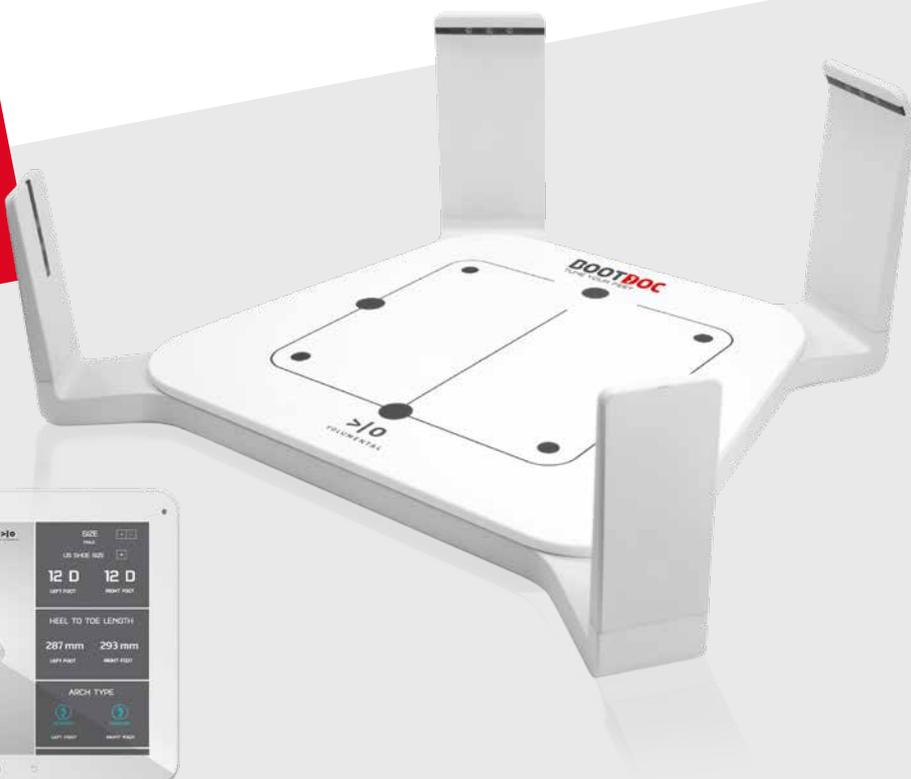
The 3D foot scanner Vandra has served him well during the winter season and Tom is convinced the investment is worth it. During the summer season, Tom wants to use the scanner to help people choose the right mountain and



hiking boots, thus boosting up-selling rates of insoles and socks

in this segment too.

The full interview can be found in the News section of our website.
www.wintersteiger.com/news1708



BOOTDOC/HOTRONIC
is proud to be part of
Kai's success!

The best boot for every type of skier. Pulse Boot Lab and Ski Co, Revelstoke, British-Columbia, Canada 🇨🇦

Pulse Boot Lab and Ski Co is one of our best BOOTDOC retailers in North America located in Revelstoke in British-Columbia.

With over 20 years of passionate international boot fitting experience, the shop of Kai Palkeinen and Kelly Hutcheson has one of the best reputations out there.

“Being introduced to the brand a number of years ago in Europe, BOOTDOC/HOTRONIC offered a level of service paralleling the level of service we try to offer our clientele. Revelstoke's ski community are a discerning clientele, requiring high levels of fit com-

bined with generally high levels of performance”, Kai says.

BOOTDOC insoles in combination with heated socks and liners, Kai's process allows a full customization of the perfect boot shell for every needs and he is very satisfied with the product range: “We work with high numbers in terms of foot beds, liners, heaters and the new heated sock with a great deal of success in our client satisfaction.” Kai's fitting process guarantees

the best boot for every type of skier out there and his shop is getting a lot of good reviews from passionate skiers every day.

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT



**BOOTDOC:
HOTRONIC**

www.pulserevelstoke.com

WINTERSTEIGER News

39

BOOTDOC HOTRONIC

A constant companion: BD Heat Socks for work and play

Thomas Mair, the newly crowned three-time amateur x-country cycling champion from Austria, not only uses BD PFI 50 Classic Heat Socks when training for national and international competitions that predominantly take place in winter, but also in his post as group superintendent for the police – warm feet are important for both!



Heat products for all needs. Sports Den, Salt Lake City

Located in Salt Lake City, Utah, Sports Den has been a long time customer of WINTERSTEIGER and HOTRONIC products. With last fall's introduction of the HOTRONIC BD Heat Socks, Curtis Drage, hardgoods accessory buyer at Sports Den, says that "the Heat Socks are very user friendly with a simplified installation of the battery packs. They can be easily used for other purposes beyond their customers' primary use of skiing".

At the same time, Curtis confirmed the HOTRONIC Foot Warmer

remain best suited for the „lower volume, tighter, more aggressive fit“ found in performance ski boots. Now, with both HOTRONIC Heat Socks and Foot Warmer in

store, the Sports Den's offering of heat has expanded to cover even more of their customers' needs.



WWW

www.sportsden.com

WINTERSTEIGER accessories and spare parts.

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



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

EASYRENT

BOOTDOC:
HOTRONIC

FAIRS

WINTERSTEIGER international.

Trade fairs represent WINTERSTEIGER's best opportunity to better understand you – our customers – and your requirements.

A trade fair stand is the perfect place to look in detail at everything you wish to discuss. By staying close

to our customers, wherever they are in the world, we glean valuable information that helps us to make

our products better. WINTERSTEIGER attended 13 trade fairs in 2017 – in the USA, Europe, and also in China.



WINTERSTEIGER in-house show, Ried



EXPO Ragaz



ISPO Munich

2017

SIA Snow Show Denver/USA
26 - 29 January

ISPO Munich/GER
5 - 8 February

ALPITEC, Beijing/China
15 - 18 February

ÖSFA Salzburg/AT
21 - 23 February

ABC Ordertage Innsbruck/AT
March - April

IWA OutdoorClassics Nuremberg/GER
3 - 6 March

SPORT ACHAT Lyon/F
6 - 8 March

WINTERSTEIGER in-house show, Ried/AT
27 - 30 March

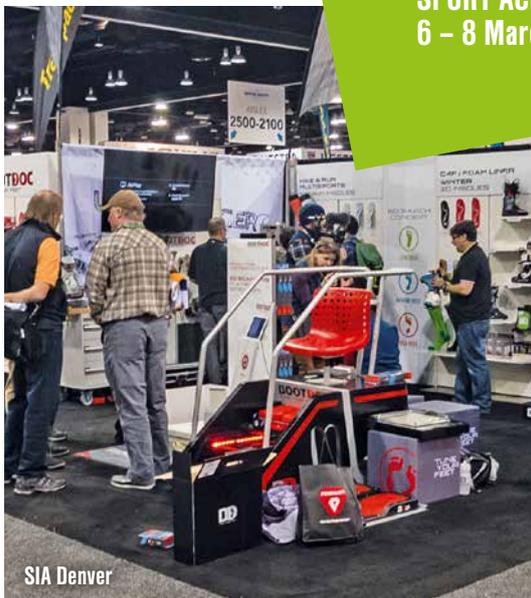
EXPO RAGAZ Bad Ragaz/CH
27 - 29 March

EXPO DES NEIGES Martigny/CH
11 - 13 April

PROWINTER Bolzano/IT
19 - 21 April

INTERALPIN Innsbruck/AT
26 - 28 April

OUTDOOR Friedrichshafen/GER
18 - 21 June





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Rental & Depot Solutions

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