

2018 WINTERSTEIGER NEWS



The future of ski rental



New look for Easystore



Scanner is "a mega tool"!



NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC
HOTRONIC

Dear WINTERSTEIGER partner!

By the first weekend of December 2017, we had already experienced our first big fall of snow. Frequent precipitation and cold spells ensured outstanding snow conditions for the most part right up to Easter 2018: A winter that gave a much-needed boost to many businesses and operators in the industry.

It wasn't just the weather that surprised us this season either, WINTERSTEIGER also introduced a unique new concept at ISPO 2018. Our presentation entitled "The Future of Rental" was not only aimed at showing our core ski servicing products, but above all the improvements we are planning to make to our ski rental processes in the future. We consider ourselves to be an innovative partner in this respect, putting our words into practice when it comes to digitization and automation and passing the benefits along to our customers and dealers.

Right on time for the 65th anniversary of WINTERSTEIGER AG, we have developed a great concept for you that will make the ski rental process quicker, faster, easier and more convenient. Ski rental will gain in significance in the future with the perfect atmosphere providing a relaxing start to winter holidays for our customers and guests.

We are not only looking to the future: over the following pages, we will also be celebrating the projects we have realized in partnership with our customers over the past year.

We hope you have a chance to enjoy a couple of days or weeks of rest and relaxation before you start getting ready for the 2018/19 season. Don't forget, our team is here to help with all your questions about rental, service and boot fitting!

Yours faithfully,
Daniel Steininger
Head of Sales SPORTS



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Join WINTERSTEIGER – discover the future of ski rental Convenient, easy, fast and stress-free.

With the rental concept of the future, WINTERSTEIGER achieves a high degree of accuracy during boot selection, continuous data collection, and in particular a fast, largely automated rental process.

Staff at rental outlets are thus able to offer a standardized, expert service, leaving them with more time for intensive customer support. The new concept is made a reality

by combining the new Easygate software module with the Vandra 3D foot scanner and binding adjustments using Sizefit.



Rental concept of the future „beams“ customers onto the piste.

With Easygate, a new module for the Easyrent rental software, the staff in the store controls the rental process in the background and guides the customer through the transaction on a number of different screens. The 3D scanner registers all the relevant data, such as shoe size, instep height, and

foot length, before suggesting the optimum boot. Bindings are adjusted using Sizefit rather than with the ski boot, which means the boots no longer have to be taken off and the feet can remain dry. Customers who experience the

rental concept of the future spend less time waiting and trying on boots, and more time out on the slopes – all while wearing the perfect ski boots.





More Information at
www.wintersteiger.com/future

CONCEPT THE FUTURE OF RENTAL

CONVENIENT, EASY, FAST, AND STRESS-FREE.

- Higher accuracy during boot selection
- Continuous data collection
- Fast and largely automated rental process
- Safe and standardized service
- Perfect customer care

ADVANTAGES FOR CUSTOMERS:

- Fewer fittings
- Finding the perfect boot quicker
- No wet feet
- Quick and easy out onto the piste



New look for Easystore shop furniture and storage lockers.

In addition to shop and rental furniture, WINTERSTEIGER will also be working in close collaboration with Inform on the planning, visualization, and implementation of projects

in the German-speaking region.

Our Easystore storage lockers have also received a fresh new look: Thanks to the reduction and consolidation of elements such as

the numbering, locking system, handle, and air vents, the new storage lockers are streamlined and aesthetically pleasing.



Easywork for service and assembly.

The new Easywork service and assembly module is the best way to schedule and administer all your different service activities for summer and winter.

- All relevant properties can be assigned to special, self-defined customer items and retrieved when needed.
- The assembly of items for sale, including any labels and printouts needed, is easy to organize with the new tool.

- An overview of incoming orders, complete with schedule, supports efficient shop administration.
- The innovative notification system sends your customer updates via text, e-mail or telephone.
- Easywork is available as both a standalone program and as an extension to the Easyrent workstation.

Discover the new module at our trade fair stand or arrange a personal demonstration with your area representative.

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

BD FIT CENTER

The BD Fit Center has a new ergonomic design and comes in a number of different configurations.

- Modular, compact analysis and adjustment center
- Height-adjustable seat and handholds
- Removable module for analysis options



BD GEL COMFORT

BD GEL COMFORT insoles provide more comfort for the foot, whether for sports or everyday activities.

They are suitable for all types of casual shoes, as well as sneakers. The unique honeycomb structure of the Gel Air Chambers offers optimum cushioning and ventilation. The lightweight and thin material combines stability and comfort.



BD COMFORT S8

The top 3-Arch Concept model in MP 23.0 to 31.0 with full-shell technology and dampening element.



NEW PRODUCTS

SKI SERVICE

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BOOTDOC
HOTRONIC

GLOBAL MARKET LEADER

IN RACE SERVICE AND AUTOMATED SKI SERVICE

Welcome to the Race Lab.

After gathering feedback from ski associations and manufacturers, the company demonstrated in the Race Lab at ISPO why several major names in the racing ski industry, such as the head of R&D at the Austrian Ski Association, Toni Giger, rely on machines from Ried.
www.wintersteiger.com/racelab



With four decades of experience and more than 1250 automated ski service machines sold around the world, WINTERSTEIGER has also become the global market leader in racing service solutions. Daniel Steininger, Head of Sales SPORTS: "For many years, big-name racing teams have been won over by manual WINTERSTEIGER machines.

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

„Ceramic Disc Finish technology lies at the heart of the Mercury. It's state-of-the-art for edge grinding.“

TONI GIGER



ENRICO HEISIG



BERNHARD KNAUSS

BLIZZARD



MICHAEL MANGOLD

VÖLKL



BERNHARD MATTI

STOCKLI
the swiss ski



CHRISTIAN HÖFLEHNER

ATOMIC



AUGUST BURGSTALLER

FISCHER

Brilliant Olympic Result for WINTERSTEIGER



Now that the Olympic games are over, ski associations and companies have been releasing their successful medal results. WINTERSTEIGER can be particularly proud of its achievements as the majority of all medals in Pyeongchang were won on skis ground on machines provided by the Austrian ski service specialist.

This year's Olympic games in Pyeongchang were marked by some very specific weather conditions; it was unusually cold and windy. To add to this, many events only started late in the evening. These conditions made selecting the right skis particularly challenging. "The conditions were very difficult and unexpected and were also constantly changing," confirmed Toni Giger, Head of the Race Service & Technology department at ÖSV. "WINTERSTEIGER's machines allowed us to react extremely

quickly on-site. In South Korea, we ground around 300 pairs of skis, both Alpine and Nordic, to ensure our athletes were provided with the perfect equipment to tackle the prevailing weather conditions. We're really pleased with the results."

The German Ski Association (Deutscher Skiverband – DSV) was delighted with its performance at the Olympic games. "These were the most successful games to date for the DSV. For every medal we won at Pyeongchang, the skis were

ground on WINTERSTEIGER service machines," reports Enrico Heisig, Head Technician at the German Ski Association.

Even for the medals claimed by ski companies such as Atomic, Fischer, Head, Rossignol, Salomon, etc., grinding was largely carried out on WINTERSTEIGER machines.



Gold, silver and bronze for the Race service machine Race NC

Scout: A small automated ski service machine makes its mark.

With its new Scout, WINTERSTEIGER has developed an automated ski service machine that is not out of place in even the smallest workshop. The success of the machine proves that we're in touch with the latest trends – 37 customers have purchased the Scout in its first year.

What do they most like about it?

- Consistent grinding quality and repeatability regardless of the operator
- Lower staffing levels combined with time savings
- Innovative feeding technology without suction cups

■ Tried-and-tested Ceramic Disc Finish for precise tuning of side and base edges

We're delighted to be able to introduce a few proud Scout owners and their service technicians!



Ignaz Klingler and Georg Klingler
in Iggy's Sportshop, Alpbach



Adrian Siller
Carve In, Neustift



Herbert Hammerle and son-in-law Uwe
Schuh+Sport Hammerle, Serfaus



Christoph Schober
Sport Schober, Scharnstein



Andreas Luck
Sport Luck, Oberhof



Jerzy Timm and workshop manager Torsten Köhler
Intersport Timm, Bautzen



Skiserviceteam
Ekosport, Grenoble



Workshop manager Jean-Louis Berard
Ski Love, Les Gets



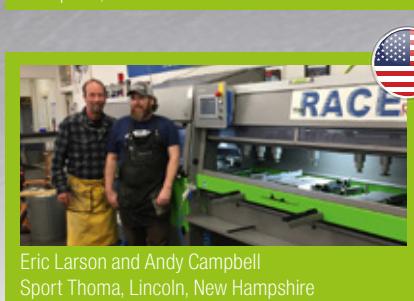
Christophe Fankhauser
Tof Sports, Saint-Imier



Maurizio Armari and Luca Pedevilla (WINTERSTEIGER)
La Bottega dei Maestri, Folgarida



Stephen Fournier, Owen Provorse, Justin Ryder
and Brad Smith, REI Dillon, Colorado



Eric Larson and Andy Campbell
Sport Thoma, Lincoln, New Hampshire

**SCOUT – Your entry into
the automated machine class**

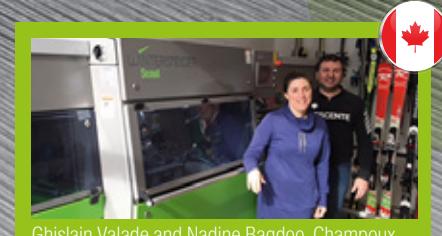
PERFECT
FOR SMALL
WORKSHOPS



Greg Heiken
Mount Hood Meadows, Mt. Hood, Oregon



Stephane Begin
Performance Begin, Quebec



Ghislain Valade and Nadine Bagdoo, Champoux
Ski-Cycle Urbain, Sainte-Agathe-des-Monts



Jaroslaw Michalec, Gregorz Chichowski
Sport-Rent, Wisla



Skiserviceteam
X-Tot, Cerdanya



Laureano Urieta
Sport Tebarray, Formigal

NEW PRODUCTS

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SKI RENTAL

SKI DEPOT

BOOTDOC
HOTTRONIC

2018 WINTERSTEIGER NEWS

Congratulations due for automated ski servicing machines!
 WINTERSTEIGER installed a total of 93 automated machines for the 2017/18 season. We thank all involved for the excellent cooperation!

AUSTRIA

Atomic Austria GmbH, Altenmarkt/Pongau
 Bobby'S Sport Shop, Leobersdorf
 Head Sport GmbH, Kennelbach
 Klingler Ignaz, Alpbach
 Lintner H. Und Moser A., Alpbach
 Mader Sports OG, Finkenberg
 Monz Toni, Pfunds
 Raimund Gritsch, Sautens
 Rent A Sport, Seefeld
 Schober Christian, Scharnstein
 Schuh + Sport Hammerle KG, Serfaus
 Skiverleih Carve In, Neustift
 Solum, Bad Gastein
 Sport Bründl GmbH, Fügen
 Sport Noichl, Kitzbühel
 Sport Pangratz & Ess GmbH, Lech am Arlberg
 Sport Salner GmbH, Ischgl
 Sportshop Achensee, Achenkirch

GERMANY

Begro R. Krug, Gießen
 Kaulard & Schroiff Gbr., Simmerath
 Sport Förg, Friedberg
 Sport Luck GmbH, Oberhof
 Sporthaus Saemann, Heilbronn
 Timm Sport, Bautzen
 Völkl Sport GmbH & Co. KG, Straubing

SWEDEN

Joens Sjö & Snösport, Malmö
 Skidshopen I Örebro, Örebro

FINLAND

Huippuaikat Oy, Vuokatti
 Levi Ski Resort Ltd. Oy, Sirkka

NETHERLANDS

Koltec Sport, Dordrecht

ITALY

Aller Group Sas, Folgaria
 Asso S.R.L., Ortisei
 C & C S.R.L., Tonadico - San Martino Di Castrozza
 Canins Alessandro & Luigi Sas, San Cassiano
 La Bottega Dei Maestri Snc, Dimaro Folgarida
 Le Ski Lab, Ponte Di Legno
 Noleggio Sci, Ripar. E Depo., Pinzolo
 Nol-Ski S.N.C., Valtournenche - Breuil Cervinia
 Passet Sport S.A.S., Sestriere
 Soc. Lo Chalet, Morgex
 Sport Laurin KG, Welschnofen
 Tecnosci S.R.L., Trento
 Ventidue S.R.L., Ponte Di Legno

FRANCE

Decathlon Ferrieres En Brie, Ferrieres En Brie
 Ekosport, Chambéry
 Grands Montet Sports, Argentiere
 Mathias Sports Sarl, Sp 2000, Morzine
 Providence Sarl ****, Chatel
 Ses Sarl - Skiset, Courchevel
 Ski Love Sarl **, Macot-La-Plagne
 Sport Boutique Des Villards ***, Les Arcs

USA

Cannon Mountain Ski Area, Franconia
 Jackson's Base Camp, Park City
 Snowell Tuning Northstar, Truckee
 Sport Thoma, Lincoln
 Mt Hood Meadows Ski Area, Mt Hood
 REI, Dillon

RUSSIA

Sportmaster, Moskau

CZECH REPUBLIC

Decathlon Brno, Brno - Modrice
 Happy Sport, Praha - Repy
 SkiResort Live, Pec pod Snezkou - Velka Upa
 Snow-How Cr S.R.O. Warehouse, Humpolec-Brunka
 Trisport Havel S.R.O., Plzen 2-Slovany

SWITZERLAND

Abd Sport AG, Klosters
 All Mountain Rental Ch SA, Verbier
 Amer Sport SA, Hagendorf
 Boit'A Skis, Verbier
 Bündavos Sport AG, Davos Dorf
 Derby, Bettmeralp
 G. Balmelli Sa, Lugano
 Holdener Sport GmbH, Oberiberg
 Holzer Sport Ag, Bellwald
 Medran Sports Sa, Verbier
 Number One Ski Rental SA, Verbier
 Ski Service Sa, La Vallee Blanche, Verbier
 Snow Line, Morgins
 Stöckli Sport Ag, Boswil
 Tof Sports, Saint-Imier

SPAIN

Nomhoatrupo Esport S.L./X-Tot, Masella - Girona
 Sallent Todo Esqui Y Nieve, S.L., Formigal - Huesca

CANADA

Champoux Ski-Cycle-Urbain, Ste-Agathe-Des-Monts
 Corbett'S Ski & Snowboards Inc., Oakville
 Performance Bégin Inc., St-Augustin-De-Desmaures
 Sporting Life, Calgary
 Sports Experts, Rosemere

POLAND

Decathlon Lodz, Lodz
 Decathlon Lublin Weglin, Lublin
 Decathlon Ostrobramska, Warschau
 Ikatur, Mogilany
 Ikatur, Kraków
 Sport Rent Michalec, Wisla

NORWAY

Hemsedal Skishop, Hemsedal
 Myrkdalen Skutleige AS, Vossestrand



First Scout in the world proves a draw for customers. Holdener Sport, Oberiberg



Workshop manager Martin Holdener

Space has always been limited at Holdener Sport and the number of skis they could cope with for grinding had reached a limit, so back in the spring of 2017 Philipp Holdener decided to purchase the smallest automated ski service machine in WINTERSTEIGER's range.



Urs Kälin (WINTERSTEIGER)
and Philipp Holdener

Holdener Sport is delighted with its choice since, even in its first season, the company has seen a significant increase in service quality and the volume of skis for grinding.

"Particularly in relation to racing, we saw a significant rise in grinding

orders and growth in our customer base", enthuses Philip Holdener who is left in no doubt that his investment will soon pay for itself. "I would strongly recommend the Scout to any medium-sized sports retailer!"



First Mercury arrives in Russia. Sportmaster, Moskau

WINTERSTEIGER set up several ski service workshops and ski rental outlets in Sochi at the time of the Winter Olympic Games in 2014. Thanks to the outstanding performance of the machines the Mercury has also managed to wangle a ticket to the east.

Sportmaster is the biggest chain store in Russia and operates 475 businesses in Russia, Ukraine, Belarus, Kazakhstan and China.

Fifteen ski service workshops had already been kitted out with Omega manual ski service machines and, for the biggest service workshop in

Moscow, Sportmaster ordered an automated Mercury with 2 modules stone and disc.

Our customer visited us at our company's headquarters in Ried im Innkreis in the summer of 2017 to test the machine. The clients were eventually won over by the high service quality and all-round talent of the Mercury: The Sportmaster team uses it to grind downhill and cross-country skis, as well as snowboards.



Workshop managers and service technicians were also impressed by the reliable, supremely expert WINTERSTEIGER service provided by Matvey Koltsov (left in picture).

NEW PRODUCTS

SKI SERVICE

SKI RENTAL

SKI DEPOT

BOOTDOC
HOTRONIC



Location, location, location... Sport Förg, Friedberg

In September 2017, Sport Förg moved across town from Augsburg-Göggingen to Friedberg. The new 4000 m² sports outlet is located in a highly frequented area close to the furniture giant Segmüller. This will make Förg easier to reach for many customers, which will keep regular customers as well as many new customers.

At the heart of the action: The ski servicing workshop.

Christoph Schmid, the owner of the family business, intends to offer customers who make the trip the best possible ski service to ensure they come by again. He has therefore moved the ski servicing workshop into the center of the store

on the second floor. What used to be hidden away in the basement of the old premises is now right at the heart of the business. Three windows enable customers to look into the workshop, where they can watch the new Discovery automated

ski service machine in action with its stone, disc and polisher modules alongside the Basejet base repair machine, or see how the ski bindings are professionally adjusted and checked out on the Safetronic.

Easywork controls the ski servicing workshop.

Besides running an ultra-modern workshop, Christoph Schmid is also leading the way in virtual tools. He was the first customer in Germany to invest in the Easywork software module. Sport Förg was one of the beta customers thanks

to its many years of close and trusted collaboration with WINTERSTEIGER. Following the successful completion of the test phase, the company added the workshop module to its Easyrent rental software. Easywork has been used

ever since to control what's going on in the service workshop: The program manages all the planning, scheduling, and the complete workflow through the workshop.





Improved quality, greater customer loyalty

Ski School St. Ulrich, Gröden

The Ski School St. Ulrich views its switch from the Discovery SSF to the new Discovery sdssf and its 2 stone, 2 disc and one finish module as a way of strengthening customer loyalty. After all, quality levels across the entire ski school and in ski service have to be consistently excellent!

Since its establishment before the Second World War, the Ski School St. Ulrich has expanded to 5 sites with 110 active ski instructors. It has played a significant role in making the name Gröden

well known and encouraging the successful development of the ski resort. The ski school has been a WINTERSTEIGER partner for decades and is now onto its third WINTERSTEIGER automated ski

service machine – starting with the first Shuttle Finish, then the first Discovery and now the second-generation Discovery.

What does the new generation do that's better?



With the new Discovery, the Ski School St. Ulrich is able to obtain more precise edges and improve base quality. Employees in the ser-

vice workshop also appreciate the quiet and clean working conditions: As the Discovery is a sealed system, there is far less noise and fewer emissions and the working environment is much safer. Its operation is also very straightforward: For example, programs can

be selected quickly and easily using the touch screen. The mobile ski magazine can hold 16 skis to cater for busy periods and the workflow in the workshop is more relaxed.

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Number 25. Intersport Bründl, Spieljochbahn, Fügen

Intersport Bründl has opened its site number 25 right inside the valley station of the recently renovated Spieljochbahn in Fügen. WINTERSTEIGER helped outfit the ski rental outlet and workshop and is delighted to enjoy the confidence of such a prestigious reference client. The company is also proud of the joint projects carried out with Intersport Bründl over the decades.

For its ski rental business, Intersport Bründl chose Easystore Flex racks with wide front panels in light blue. The cool color and unpretentious style

produce a calm, relaxing atmosphere. The size of the ski rental area was deliberately planned to be as generous as possible to cater for the expected

crowds of customers – it's worth noting that the racks can accommodate around 1000 pairs of skis and snowboards, poles and boots.

“So easy” with the Easygate guidance system.

Customers entering the ski rental area are first channeled towards the 4 Easyrent check-in stations, where they enter their details. Easygate, the latest module in the Easyrent rental software package, then guides them through the various rental stations with the help of large monitors: From the ski and boot issuing counters to the binding adjustment area, where 6 fitting stations are waiting. Andreas Erler is a fan of the Safetronic binding adjustment and checking machine: “The Safetronic is the best in terms of speed and results currently available on the market.”

And as to the nature of the whole process using the Easygate rental system: “There’s no longer any

pushing and shoving and arguments. Instead of clutching a slip in their hand, everyone knows where they are in the line. Every customer has their own number and can follow their name on the screen. People are much more relaxed. There’s far less stress, not just among the visitors, but among my staff as well. We had our doubts at first, but it really is so easy to use

and works without a hitch.” Customer name and number are displayed on the Easygate monitors above the respective stations, in front of which seating is provided where customers can relax while they wait to be called. The orderly and clear rental process enables customers to start their day in the mountains in a relaxed frame of mind.



**Ski rental with Easygate:
An end to pushing, shoving
and arguments.**



Store manager Andreas Erler



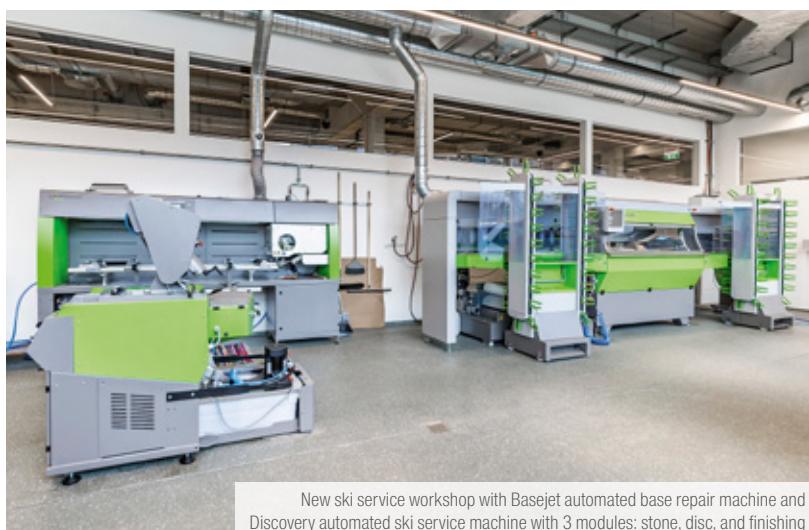
SKI SERVICE

SKI RENTAL



SKI DEPOT

BOOTDOC
HOTRONIC



New ski service workshop with Basejet automated base repair machine and Discovery automated ski service machine with 3 modules: stone, disc, and finishing



WINTERSTEIGER News



A pioneering ski rental. Intersport Breitfuss in Saalbach-Hinterglemm

More than 60 years ago, Silvester Breitfuss set up the first ski rental in the area with just 10 pairs of skis. Back then there were 2 ski lifts in Saalbach-Hinterglemm and the first ski school had just opened. This year his son Siegfried opened their third site in the center of Hinterglemm.

Every care was taken when designing the completely new ski rental, which successfully combines rustic and modern elements. A total of 500 pairs of skis and 400 pairs of ski boots are stored in the custom-made WINTERSTEIGER Easystore Flex rental system and the ski boots are dried using Optima drying modules.



Siegfried Breitfuss and his son Siegfried Jr.



„Our success is built on quality and exclusivity.“



The front panels of the ski racks show a black and white image of Saalbach-Hinterglemm in 1955 – you can even spot the construction site that would become the Breitfuss sports shop. The furniture was made from reclaimed wood by Siegfried's brother and the cash

desk and Easyrent Check-In are covered with leather.

“We have gained many loyal customers over the years. They value our advice and top-quality products. Our success is built on quality and exclusivity,” explains Siegfried

Breitfuss. His son, Siegfried Jr., is following in his father's footsteps: The new location was his idea. Breitfuss has now reached its third generation and WINTERSTEIGER would like to wish the family continued success.





Easystore Flex – complex, but not complicated. Sport Knauseder, Dorfgastein

After more than 40 years it was high time that Sport Knauseder enlarged and modernized its premises. Franz Knauseder equipped his new ski rental center with the WINTERSTEIGER Easystore Flex rental system and Easystore furniture: Everything in local silver spruce, as he feels it's important to use regional products.

He is amazed by the high degree of functionality of the storage racks. "It's incredible how much we can store in such a small space. Whether skis, snowboards, poles, or boots – the new system means we have everything at our fingertips, everything is clearly stored for our employees and customers." The narrow front panels, which make the rental goods visible, are what make it all so neat. The flexible combination of dryer modules for helmets and

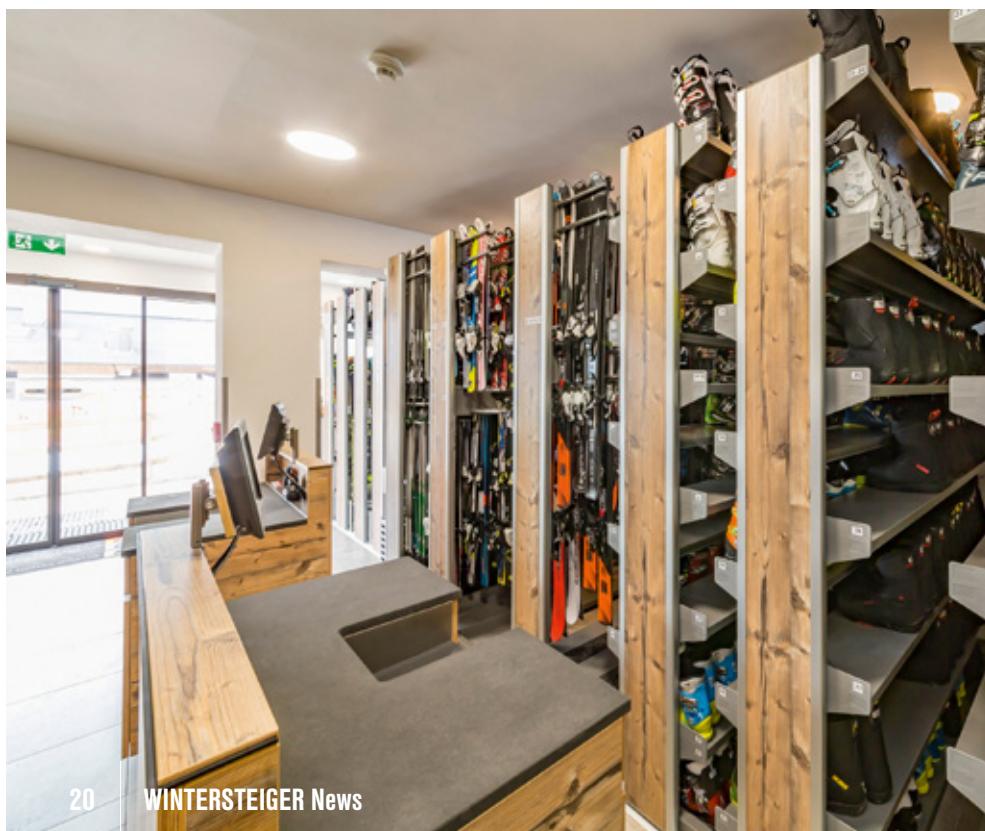
boots and the ski and pole modules ensure that every centimeter is used to the full. "Christian Gruber (WINTERSTEIGER area sales manager) gave us some excellent advice and planned our new rental center down to the last detail. We were also impressed by how quickly it was all installed – just one and a half days." Franz Knauseder raves about the flexibility that Easystore offers: "The simple installation means that should the need arise we can

reconfigure our racking whenever we want".

Everything in local silver spruce



Franz Knauseder is delighted with the overview available in the new ski rental business.





Welcome to the WINTERSTEIGER online shop!

At the end of 2018, the
WINTERSTEIGER webshop
will also be available for our
customers in France,
Italy and Switzerland.



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.).



WINTERSTEIGER Webshop
wintersteigershop.com



New ski rental system boosts quality. Noleggio Skiverleih Walter, Wolkenstein in Gröden

Back in the 1990s, Walter Perathoner started a small ski rental business that comprised 50 m² of rental space and 50 m² of workshop. In 2017, the successful entrepreneur obtained planning permission for a new 2-story building, which he had built about 100 m from his existing premises.

Perathoner wanted to use his new business to improve the quality situation in Wolkenstein, so teamed up with WINTERSTEIGER to create a leading ski rental company that puts

quality and customer convenience above everything else.

For the ski rental side of the business, Walter Perathoner opted for

Easystore Flex rental racks and store furniture in a warm timber finish, while for the ski depot the linear design of the functional Easystore lockers fitted the bill.

Open Sesame: One card for every door.

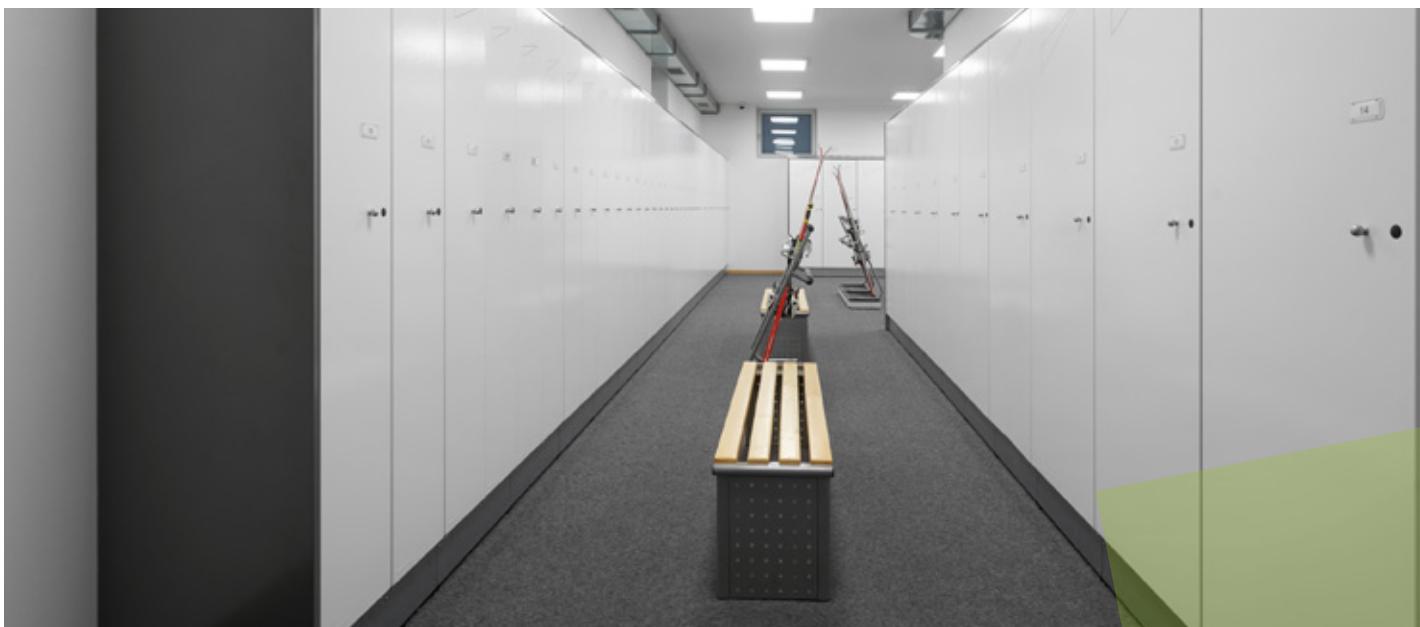
To further improve quality and convenience for his customers, Walter Perathoner decided to install an electronic access system that would control access to the ski rental area, the ski depot, and all the rest of the building.

Every door is equipped with an electronic lock. Both staff and customers use a card to access the relevant building or room. All this is made possible by the Easyrent rental software, which has an interface to connect it to the access system.

Walter Perathoner also introduced the Easyrent online check-in, which accelerates the rental process and is much appreciated by customers. An additional convenience feature here is that guests do not have to drag all their gear up the stairs

– they can take the lift from the basement and the ski depot with its 150 spaces up to the first floor.





Project completed in record time.

Building and kitting out, including moving the WINTERSTEIGER ski service machines, took from the end of June to the end of November – just 5 months. WINTERSTEIGER actively supported Perathoner throughout the project, for example, by organizing the purchase and laying of the flooring in the ski depot. As of this season, WINTERSTEIGER

has been working with Inform, an architectural practice based in Vorarlberg. Inform has developed a modern and practical line of products for store and rental furniture; one of its first projects was Noleggio Skiverleih Walter. WINTERSTEIGER will in future be working closely with Inform in Austria, Germany, Switzerland, and

Italy in the planning, visualization, and implementation of projects.



2018 WINTERSTEIGER NEWS

RENTAL PROJECTS 17/18

AUSTRIA

Austria Racing Camps, Axams
Skiservice Walch im Burg Vital Resort, Lech
Clever & Sporty GmbH, Sölden
GW Gruber & Wulschnig, Bad Kleinkirchheim
Hervis Sport und Mode GmbH, Ehrwald
Intersport Patrick, St. Johann in Tirol
Knauseder Franz, Dorfgastein
Mietski.com GmbH, Mayrhofen
Mimm Verleih GmbH, St. Johann i.Tirol
Schwaiger Scharfetter GmbH, Bad Hofgastein
Skiverleih Leitner-Bader Gbr, Ehrwald
Sport 2000 Kendlbacher, Großarl (2 Projekte)
Sport Breitfuss KG, Hinterglemm
Sport Bründl GmbH, Fügen
Sport Holzner GmbH, Obertauern
Sport Noichl, Kitzbühel
Intersport Arlberg, St. Anton & Lech (2 Projekte)
Sport Rinnerthaler, Schalchen
Sporthaus Gloria GmbH, Obertauern

GERMANY

Begro R. Krug, Gießen
Touristenzentrum „Am Adlerfelsen“, Eibenstock

SWITZERLAND

Aletsch Sport AG, Riederalp
Andrist Sport AG, Klosters
Gaby Sports, Haute Nendaz
Genossenschaft Migros Aare, Schönbühl
Krieger Sport, Huttwil
Reka-Feriendorf Blatten-Belalp, Blatten-Belalp
Ski Service Sa La Vallee Blanche, Verbier
Televerbier Sa, Verbier
Virage Sports, Vercorin
Vision Sport & Fashion AG, Sils / Segl Maria

FRANCE

Alpes Skis Location Devoluy, St Etienne En Devoluy
Alti Loc 2300, Val Thorens
Arvan Sport Sarl, St Sorlin D'Arves
Chez Narcisse Sports*, Sixt

Ekosport, Chambéry
Espace Tonic**, Les Menuires
Fs Bonneville Sas ****, Bonneville
Grands Montet Sports, Argentiere
Grange Loisirs Sa Twinnger, Valloire
Hors Piste Sports, Allos
Hurycana Sport*, Argentiere
Peclet Ski Service, Val Thorens
Pellissier Sports **, Samoëns
Pierre Et Vacances, Val Thorens
Pop Corn, Les Arcs
Providence Sarl ****, Chatel
Pss Meribel Eurl, Meribel
Regiment D'Artillerie, Varces Cedex
Sct Sport Ski Fun, Avoriaz-Morzine
Sct Sports Crozats, Avoriaz-Morzine
Sportmarche/Loca Marches, Chamonix Mont Blanc
Top Ski Sarl, Valmeinier
Valfrejus Sport, Valfrejus

ITALY

Decathlon Italia Srl, Castenedolo
Deghi Sport, Madesimo
Drei Zinnen AG, Innichen/Vierschach
Faure Sport S.N.C, Sauze D'Oulx
Noleggio Sci Walter, Selva Val Gardena
Noleggio Sci, Ripar. E Depo., Pinzolo
Passet Sport, Sestriere
Proshop Rossignol Cervinia, Breuil-Cervinia
Rent Ski La Flu, Corvara
Skiverleih Hofer Günther, Sand In Taufers
Sport Extreme S.R.L., Livigno
Torgnon Service Srl, Torgnon

USA

Aspen Skiing Company, Basalt
Beech Mtn Resort, Banner Elk
Belleayre Mountain, Highmount
Big Sky Sports, Big Sky
Blue Valley Ski & Board, Dillon
Boreal Ski Area, Truckee
Charter Sports, Avon
Christy Sports, Lakewood
Heavenly Sports Admin, Stateline

Jackson's Base Camp, Park City Utah
Mtn Sports @ Ski Windham, Windham
Neptune Outdoors, Boulder
Copper Mountain Resort, Copper
Ski Pro, Phoenix
Sturtevants Of Sun Valley, Ketchum
Sturtevant'S Sports, Bellevue
Sun & Ski, Silverthorne
Talisker Tower Club, Park City Utah
Taos Ski Valley, Taos
Telluride Ski Resort, Telluride
The Club At Crested Butte, Crested Butte
Utah Valley University, Orem
Double Tree Yarrow, Llc, Park City Utah
Winter Park Resort, Winter Park

CANADA

Jose Hotel, Rossland
Les Sommets De La Vallée St-Sauveur Inc., St-Sauveur
Red Sports, Rossland
Whistler Village Sports, Whistler

RUSSIA

Krasnaya Polyana Npo, Sotschi
Kuzminyh Svetlana Viltorovna Ip, Vladivostok
Ober Khutor Ooo, Moscow
Reginzhstroy Ooo, St. Petersburg

BULGARIA

Borovets ski resort, Borovets

CHILE

Eolia Ltda. Santiago

FINLAND

Levi Ski Resort Ltd. Oy, Sirkka

JAPAN

Sapporo Teine, Hokkaido

SPAIN

Nieve De Teruel, S.A., Valdelinares - Teruel
Snow Ink Sierra Nevada Sl., Granada

TURKEY

Eskapi Kar Sporları Tic.Ltd.Sti, İstanbul
Grand Snowsports Academy Ski Snowboard
Rental Shop, Uludag



NEW PRODUCTS

SKI SERVICE



SKI RENTAL

SKI DEPOT



BOOTDOC

HOTRONIC



Ski depot in every outlet. Sport 2000 Herzog, Neukirchen am Großvenediger

The new ski depot of Sport 2000 Herzog is ideally situated next to the valley station of the Wildkogel gondola lift. A ramp, much like the ones seen at airports, leads the skiers directly from the lift into the basement of the sports retailer and the ski depot with its 114 spaces.

The family business has meanwhile grown and now has 4 sites. Owners Lisa and Christian Steger manage the store in Neukirchen with their son Martin, while son Peter looks after the outlet in Bramberg.

Sport 2000 Herzog runs a ski depot at all its sites and Christian Steger is the first to acknowledge

the success of the investment: "The ski depot is extremely popular. Customers see it when they pick up their rented skis and hire a space right away. We used to have a coin-operated depot, but we can now provide a handy electronic locking system." As far as Steger is concerned, the planning and installation of the depot was "as

troublefree as we're accustomed to with WINTERSTEIGER!" – Sport 2000 Herzog has been a satisfied WINTERSTEIGER partner for 30 years.

Sport Herzog made skis itself until 1973 and has a display of old skis in the store.





New ski depot with 114 lockers

NEW PRODUCTS

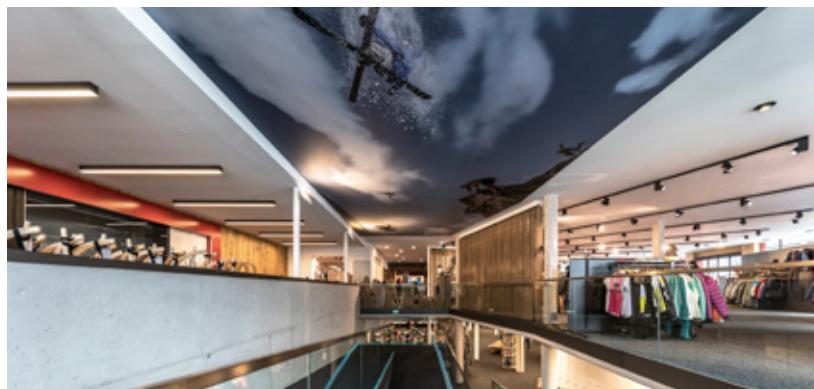
SKI SERVICE



Ski service workshop with a 6-module Discovery

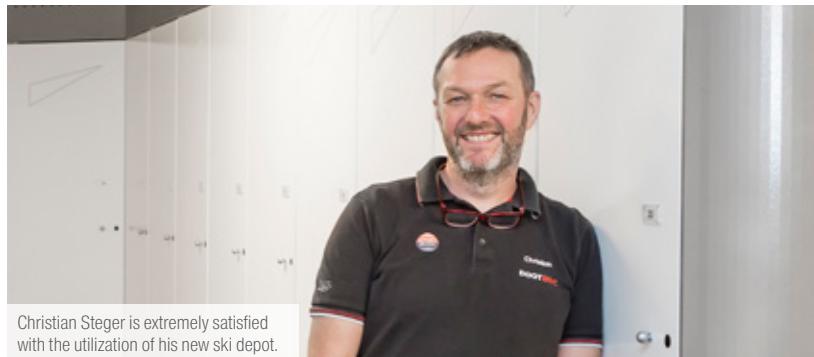
SKI RENTAL

SKI DEPOT

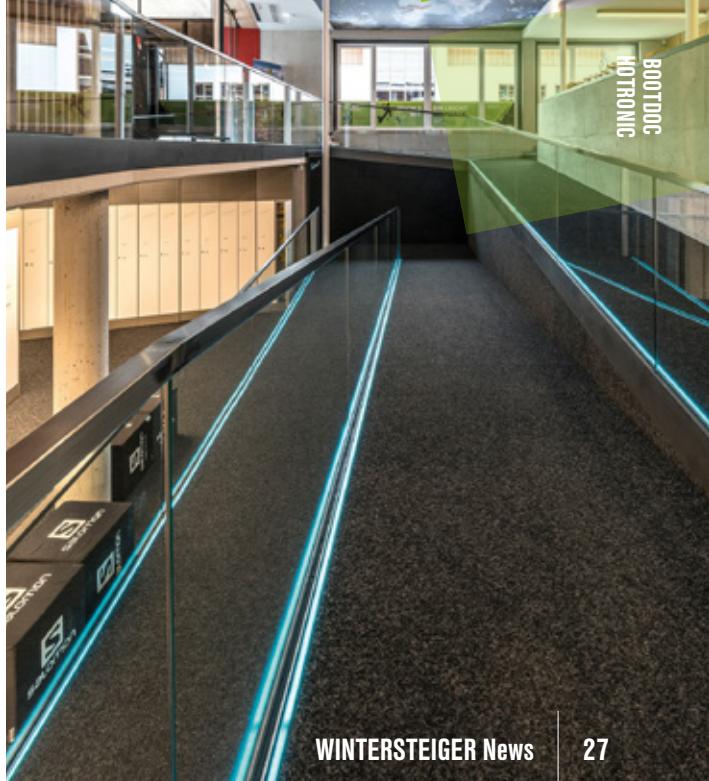


BOOTDOC

MOTRONIC



Christian Steger is extremely satisfied with the utilization of his new ski depot.

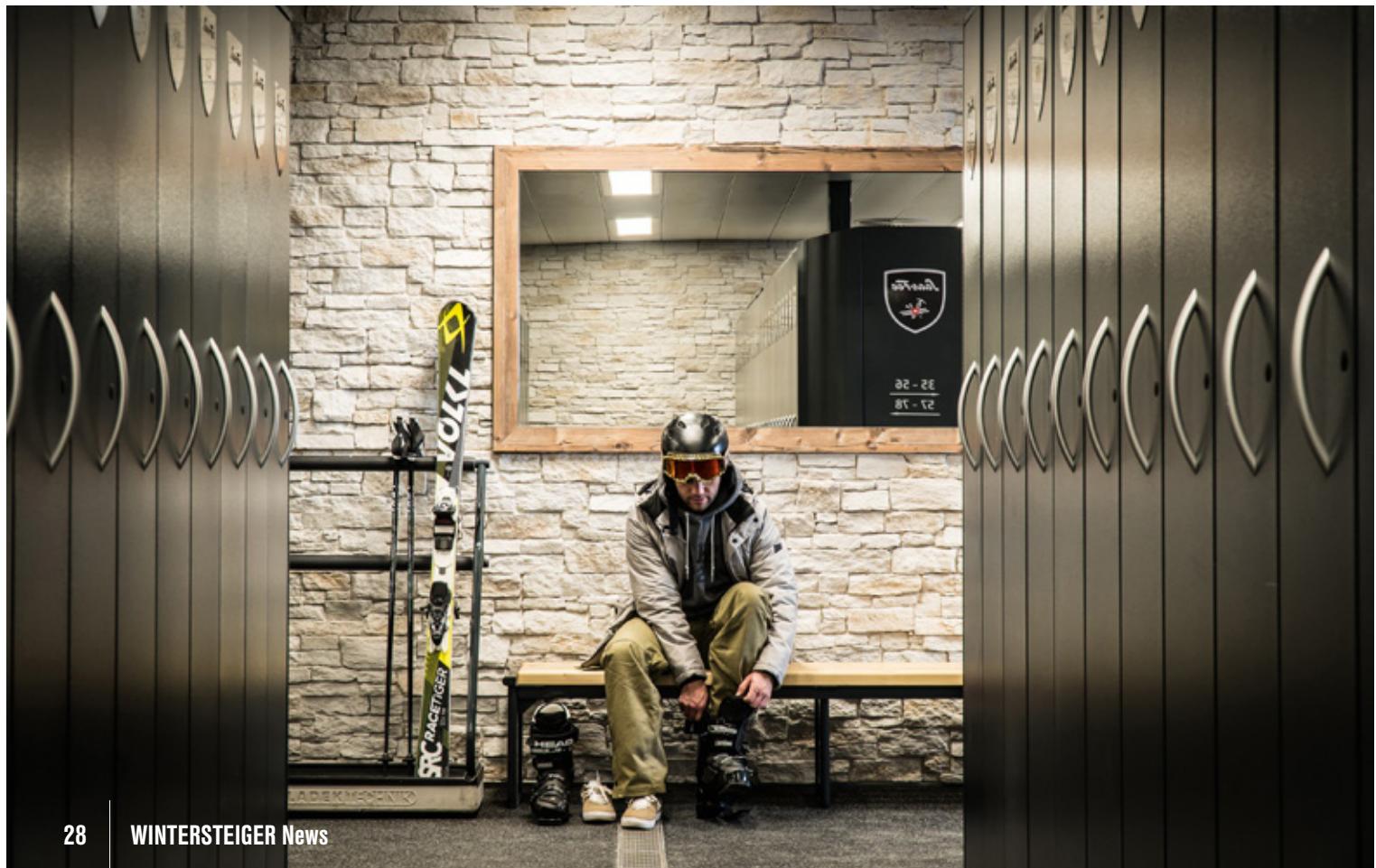




Dreams come true. Saastal Bergbahnen AG, Saas Fee

With more than half a million skiers each winter and increasingly discerning customers, the existing ski depot solution at Saastal Bergbahnen AG had reached its limits and a new solution was needed.

The client was looking for a partner who could plan and create a ski depot according to their exact requirements. As well as traditional ski depot lockers with integrated drying for ski boots and helmets, they also needed a custom design with special functions. The owners also asked for large integrated lockers for groups, such as ski teams, in the depot room.





Rent a ski depot any time you like.

The client set WINTERSTEIGER a special challenge – they requested an entry management system that would allow the guests to rent and access a ski depot at any time of day. The newly developed self-service terminal means guests can even select and use a depot late at night.

An authorized ski pass enables the guest to access the ski depot at any time of the day or night. The card can be activated at the Bergbahnen cash register or at the self-service terminal.

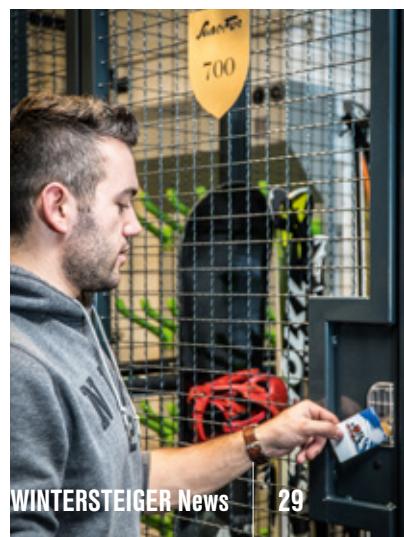
Saastal Bergbahnen AG has created a modern and customer-oriented ski depot with around 500 depot spaces and an

additional 60 spaces in the lockable group lockers. The utilization figures and the high level of acceptance that the customers have shown so far has convinced

the owners that they have invested the total cost of 400,000 Swiss Francs wisely and sustainably.



**Book a ski depot 24/7:
WINTERSTEIGER makes it possible.**





“Ski storage”: A service portfolio with a lot of potential. Cesar Sport, Saas Fee

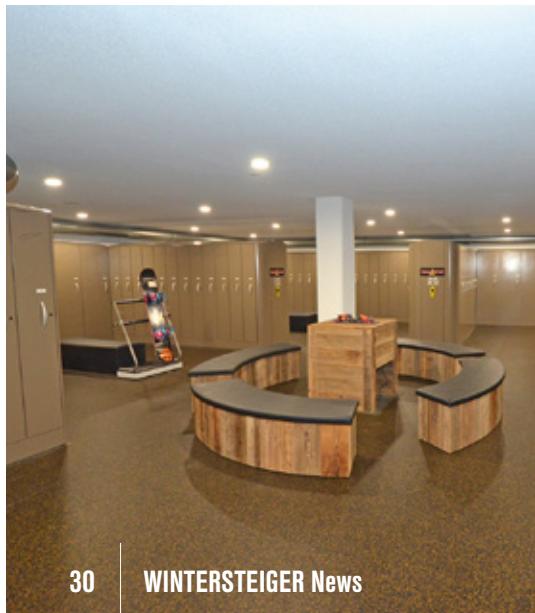
Last summer, Patrick and Nathalie Fux-Zurbriggen invested in a multifunctional building located on the ski slope next to the mountain railway in Saas Fee, close to the ski school.

In addition to the sports shop with ski rental and a ski workshop, the couple installed 3 suites with wellness and relaxation areas, including a solarium and a whirlpool at the terrace, on the upper floor.

To complete the range of services available to their guests, the

entrepreneurs also set up a modern ski depot with more than 500 spaces. Some of the ski depot lockers are being rented out to local hotels long-term. The high level of capacity utilization clearly shows that the demand for a “ski storage” service is huge and has the Fux-Zurbriggens

already thinking about expanding the new ski depot with even more lockers and group boxes.



DEPOT PROJECTS 17/18



Intersport Arlberg Galzigbahn, Austria



NEW PRODUCTS

SKI SERVICE



Skiservice Walch, Austria



Roza Khutor, Russia

SKI RENTAL

SKI DEPOT

AUSTRIA

Hans Pichler, Heiligenblut
Hotel Weisses Rössl, Kitzbühel
Insider Sport, Finkenberg
Intersport Arena, Flachau
Skiservice Walch, Österreich
Intersport Arlberg Galzigbahn, Arlberg
Intersport Arlberg Nassereinbahn, Arlberg
Intersport Arlberg, Lech
Sport Herzog GmbH, Neukirchen und Bramberg
Sport Leitner GmbH, Ehrwald
Tirol Camp, Fieberbrunn
Wilderer Alm, Wagrain

SWITZERLAND

Andermatt Swiss Alps AG, Altdorf
Best Western Alpen Resort, Zermatt
Cesar Sport, Saas Fee
Chalet Christiania, Zermatt
Hotel Pointe De Zinal, Zinal
Implenia Schweiz AG, Chur
Korporation Kerns, Kerns
Lauchernalp Bergbahnen AG, Wiler

Madrisa Sport AG, Klosters

Mls Architekten, Zermatt
Paragon Sport Sa, Gryon
Saastal Bergbahnen AG, Saas Fee
Stiftung Sport-Gymnasium Davos, Davos Platz
Swiss Peak Vercorin, Sion
Telenendaz, Haute Nendaz
Thyon 4 Vallees, Thyon
Valsana Hotel & Appartements Arosa, Arosa
Waffenplatz Andermatt, Andermatt

ITALY

Aller Group Sas, Folgaria
Base Camp Alagna Srl, Alagna Valsesia
Castello Sgr S.P.A., Courmayeur
Cresseri, Bormio
Drei Zinnen AG, Innichen/Vierschach
Garni Ciasa De Munt, Corvara
Hotel Astoria, Breuil Cervinia
Hotel Excelsior Planet, Cervinia
Hotel Furggen, Valtournenche
Hotel Gran Risa Sas, La Villa
Hotel Spinale, Madonna di Campiglio

Le Ski Lab, Ponte Di Legno

Noleggio Sci Andalo Snc, Andalo
Noleggio Sci Walter, Selva Val Gardena
Noleggio Ski Bar, Andalo
Silvestri, Livigno
Skiverleih Hofer Günther, Sand In Taufers

FRANCE

Bernard Sports, Risoul

USA

Jackson's Base Camp, Park City

RUSSIA

Anterra, Moskau
Roza Khutor, Krasnaya Polyana

KAZAKHSTAN

Chimbulak Development Too, Almaty
Sanatori Roza Khutor, Moskau

FINLAND

Levi Ski Resort Ltd. Oy, Sirkka

BOOTDOC
HOTRONIC



Scanner is “a mega tool”!

Intersport Arlberg, Lech

Intersport Arlberg opened in Lech in June 2017 and has been using the Vandra 3D foot scanner from day one. First impressions after nine months: It's impossible to imagine being without the scanner. Managing director Christoph Tilg calls the scanner his „mega tool“ for the selling and renting of sports boots and shoes.

BOOTDOC: You're using the Vandra 3D foot scanner to carry out a precise foot analysis. When do you use it?

Christoph Tilg: Whenever we want to know something about a customer's feet. We carry out an analysis of their feet when they buy hiking boots or running shoes in the summer and ski boots in the winter. And in the case of ski boots also when they're renting them.

BOOTDOC: Isn't it very time consuming to scan every customer's feet?

Christoph Tilg: It's true that we're spending more time with our customers than we used to, especially rental customers, who simply aren't used to having their feet analyzed so carefully. But it has tremendous benefits and is well worth the effort. Customers see their feet in a different light after a 3D scan; they can see the problems and appreciate why they need insoles or a special boot.

BOOTDOC: How often do you sell the BD insoles for the ski boots?

Christoph Tilg: The BD insoles are very popular; in fact, everyone who buys a pair of ski boots purchases the insoles to go with them.

BOOTDOC: What does your team think about the scanner?

Christoph Tilg: They love it! The device is very easy to use and much of its operation is very intuitive. All of us can carry out a foot scan. We have specially trained staff to look after the bootfitting side of things.

BOOTDOC: So the Vandra suits you?

Christoph Tilg: The Vandra fits perfectly into our concept. We want to encourage progress and not stand in its way. The scanner is a mega tool for both the sales and rental sides of the business.



Managing director Christoph Tilg with the Vandra 3D foot scanner.





Perfect ski boots by "Zum Glück". Zum Glück Schuhkomfort, Zürich

For Christoph Lienhart finding the perfect ski boots does not happen by accident – it is the result of technical skill, years of experience and his passion for boot fitting. Lieni has been working as a boot fitter in winter and then returning to his original job in the summer – as a trained locksmith – for the past 12 years.

Specialist shoe and boot fitters "Schuhkomfort Zum Glück" is located in the center of Zürich and is open between October and March. Over the course of these 6 months, Lieni fits more than 100 pairs of ski boots. Ski boots are all lined with BD Quick Foam and sold with BOOTDOC insoles and BD Power Fit Socks included.

In the spring of 2017, "Zum Glück" became the first dealer in Switzerland to use the 3D Vandra Scanner. Lieni: "We see ourselves as specialists offering comfort and performance."

"Using the BOOTDOC & HOTRONIC products we are able to resolve some of the biggest problems people experience with their feet and ensure our customers have a pleasant day's skiing."



Christoph „Lieni“ Lienhart custom-fits every ski boot with foam liners.



Hunting down the latest trends and innovations. Sport- und Modehaus Kaps, Solms

Sport- und Modehaus Kaps can look back on 40 years of history and now runs 2 stores: Its main one, covering 10,000 m², is in Solms-Oberbiel, with another one in Wetzlar.

Kaps has always had an eye for trends and innovations in sport. One example of this is bootfitting; in a neatly laid-out part of the store Kaps offers everything to do with the fitting of ski boots: From a foot analysis using the Vandra BD 3D scanner to the Fit module, thermally shaped insoles, Power Fit socks and Heat Socks.

Staff member and bootfitter Klaus Weber confirms how successful the extra bootfitting service has become: "Customers are keen to

take up the offer of a foot analysis and insoles. After the scan, every customer is given their own personal data sheet. In the summer, the scanner is moved into the hiking department, where it helps us sell insoles for hiking boots."

The results of the foot analysis using the Vandra 3D scanner are displayed and explained on a screen while the scan is in progress.





BD Heat Socks – a multi-purpose solution.

Ski Rack, Burlington, Vermont

The Ski Rack, located in Burlington, Vermont, has been a long-standing customer of HOTRONIC. Having sold heatable insoles (“Foot warmers”) to their alpine skiing customers for years, the addition of the HOTRONIC BD Heat Socks has expanded sales to their customers looking for a simple, multi-purpose solution to cold feet!

Ryan Rubino (HOTRONIC buyer) and Doug Steward (custom boot fitter) both noted how the Heat Socks appealed directly to skiers who saw the multitude of activities the Heat Socks could be used for. At the same time, for those skiers in high-performance ski boots with very specific ski sock needs, the Foot Warmers were their primary choice while the Heat Socks were placed on

their “wish list”. That, per Doug, helped make the Heat Socks a great gift item!

Ski Rack and other HOTRONIC customers agree that having both expands their offering to cover more of their customers’ needs.



NEW PRODUCTS

SKI SERVICE

SKI RENTAL



Doug Steward (left) and Ryan Rubino (right)



SKI DEPOT

BOOTDOC
HOTRONIC





WINTERSTEIGER machines in the museum.

For around 4,000 years people have been using skis as a means of transportation, but it was only at the beginning of the 19th century that the design and technology developed enough to enable them to be used as sporting equipment.

Sondre Norheim was the father of modern skiing and the Morgedal Valley in Norway its birthplace. The new ski museum in Morgedal

recounts the history of skiing through slideshows and exhibitions. WINTERSTEIGER machines have also played a part in the

history of skiing, and as such some of them form part of the museum's collection.



Tomm Murstad jr (left), a real pioneer in ski repair and tuning, started the first ski repair shop in Scandinavia close to the Holmenkollen ski jump in Oslo 1964.

Viggo Slang (right) started to work with Tomm jr in 1982 and is now the importer for WINTERSTEIGER in Norway and Sweden for almost 30 years!



WINTERSTEIGER ski grinding machine MCR 800 (stone, belt and side edge grinder) from 1985. The MCR comes from Solbu Sport in Rauland, Telemark, and was in use from 1985 until Bjarne Solbu closed his shop in 2008. The MCR is still working – just fill it with water and it will be plug and play.



NEW

ZELUP

distributed by  WINTERSTEIGER

ZELUP® Blaster

Ecofriendly, 3 in 1 high-speed cleaner.

Based on hydro-pneumatic fragmentation, a new cleaning technology has been patented by Zelup®.

It uses only 15 – 40 liters/h and therefore 15 times less water than a high-pressure cleaner. This very low water consumption allows not only substantial saving, but also indoor cleaning.

The Zelup® Blaster does not produce any splashes or puddles and no water reaches the already

cleaned surface. Equipped with an ingenious double trigger, it instantly switches between the cleaning and the drying mode. Its accessory brushes allow a deep washing.



Interested? Your WINTERSTEIGER area sales manager will be pleased to help!

The Zelup® Blaster is thus 3 in 1: It washes, brushes and dries!



Your benefits summed up:

- Ecofriendly cleaning system for indoor use
- By using a wall mounted connection box, the ZELUP® BLASTER is continuously ready to use
- 3 functions with 1 tool: washing, brushing and drying
- The mobile cleaning station enables the universal use in your sport or rental shop
- Wall mounted connection box for operational readiness at one location

WINTERSTEIGER accessories and spare parts.

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



2018 WINTERSTEIGER NEWS



Headquarter:

Austria: WINTERSTEIGER AG, 4910 Ried, Dimmelstrasse 9,
Tel.: +43 7752 919-0, Fax: +43 7752 919-52, sports@wintersteiger.at

International Companies:

Germany: WINTERSTEIGER AG, Niederlassung Deutschland,
99310 Arnstadt, Alfred-Ley-Strasse 7, Tel.: +49 3628 66399 1970,
Fax: +49 3628 66399 1973, sports@wintersteiger.at

France: SKID-WINTERSTEIGER S.A.S., 73800 Ste. Hélène du Lac, Parc
d'Activités Alpespace, Tel.: +33 479 25-1160,
Fax: +33 479 25-1161, office@skid-wintersteiger.com

Italy: WINTERSTEIGER Italia s.r.l., 39036 Badia (BZ),
Fraz. La Villa – Strada Ninz 82, Tel.: +39 0471 844 186,
Fax: +39 0471 188 1664, info@wintersteiger.it

Canada: WINTERSTEIGER Inc., CDN-Laval Q.C. H7L 5A1,
964 Bergar Street, Tel.: +1 450 663 7800, Fax: +1 450 663 2896,
info@canada.wintersteiger.com

Russia: OOO WINTERSTEIGER, Krzhizhanovsky Str. 14, Build. 3,
117218 Moscow, Russia, Tel.: +7 495 645 84 91,
Fax: +7 495 645 84 92, office@wintersteiger.ru

Switzerland: WINTERSTEIGER Schweiz AG, 6331 Hünenberg,
Chamerstrasse 44, Tel.: +41 41 780 23 22, Fax: +41 41 780 23 90,
office@wintersteiger.ch

USA: WINTERSTEIGER Inc., 4705 Amelia Earhart Drive,
Salt Lake City, UT 84116-2876, Tel.: +1 801 355-6550,
Fax: +1 801 355-6541, mailbox@wintersteiger.com