

Most important sports trade show in China

## Reichmann Ski & Board Tuning at ISPO Beijing 2019



**Winter sports in China have been a rapidly growing market for several years now. Especially with regard to the upcoming Olympic Winter Games in Beijing in 2022, the topic of winter sports has come into focus at this year's ISPO China. As a German engineering company with a comprehensive portfolio of service machines for skis and snowboards, Reichmann & Sohn GmbH was not missing out on the most important multi-segment sports fair in China.**

### **Aggressive artificial snow slopes demand higher material care**

More and more Chinese are enthusiastic about winter sports. In addition to real slopes, especially artificial ski areas, indoor ski halls or ski simulators are experiencing a significant increase. Especially with the artificial snow conditions that prevail in China, a regular and professional ski and snowboard service is of great importance. Artificial snow is much more aggressive than natural snow, which makes the base and edges wear faster. Therefore, a regular material care is necessary to get a high driving pleasure and safety on the slopes.

### **Professional ski service brings more driving pleasure and safety**

Awareness of the sustainable care of winter sports equipment and the regular service with modern service machines is not yet widespread in China. However, a professional ski service is crucial for a good grip on the slopes, optimum gliding, turning and higher speeds. Especially in professional sports such as the Winter Olympics, the appropriate base structure and the right edge grinding may decide on a win.

### **Expansion of business relations in the Chinese winter sports market**

Reichmann Ski & Board Tuning has been cultivating business relationships with China for several years now and intends to expand these in the coming years. The strong growth in the winter sports segment offers many opportunities for cooperation with ski resorts. Therefore, ISPO Beijing

is a great opportunity to make new contacts and present the latest technologies for professional ski and snowboard service.

### **Bavarian family business with tradition**

The Reichmann & Sohn GmbH is a family-owned mechanical engineering company from the Bavarian Weissenhorn near Ulm. With over 100 years of experience in grinding and cutting, Reichmann develops and produces professional service machines for sports retailers and rental companies. The ultimate goal is always to make the work for the service technicians faster, easier and better.