

Reichmann Ski & Board Tuning

Martin Hansson takes over ski service sales for Sweden and Norway



The former Swedish ski racer Martin Hansson is now responsible for the sales of the Reichmann ski service machines and the accessories program in Sweden and Norway. With this cooperation, Reichmann Ski & Board Tuning wants to serve the Scandinavian market even better in the future.

Martin Hansson has participated in various World Championships and in the Olympic Games throughout his alpine career, scoring numerous top rankings. In parallel, Martin and his sister founded the ski rental and sports shop Dalskidan in Sälen, Sweden, which they continue to operate successfully after completing their professional racing career.

New sales cooperation in Scandinavia

With his many years of experience in winter sports and in the ski service area, Martin is the ideal partner for the distribution of the Reichmann ski service portfolio. "We are very pleased that Martin now takes over the sales area Sweden and Norway," says Stefan Reichmann. The Bavarian grinding machine manufacturer wants to further expand its market share in the Scandinavian region by providing on-site personal support.

Convincing machine portfolio

With the world premieres presented at ISPO 2019, Reichmann offers a convincing machine portfolio that will also be of great interest to the Scandinavian market. The SF-4 Race service robot with new autonomous loading system presented at ISPO can bring high efficiency advantages, especially for the large Swedish and Norwegian ski areas.