

edelwiser press release, 25/02/2004

Individual Skidesign - ski by ski

Stand out from the crowd! Whether you are buying skis for yourself or as a gift, don't follow the herd. Uniqueness, individuality and handmade quality will prove edelwiser skis itself to a unique value for you, your friends an clients.



edelwiser produces a professional range of carving Skis in their own very special way - every single ski can be individually designed. Our new technique enables us to print from web to ski to the highest standard onto the ski's top shell - from simple graphics to any wacky design. edelwiser skis retail at the same price as any other comparable mass manufactured sandwich ski.

When you visit our edelwiser.com skiART Gallery we offer you a selection of predesigns - or conversely design your own skis. The online "interactive ski designer" enables everybody easy access to the subject of ski design and the tools to complete your creations. Professionals working with graphic software can email us with their very own ski design - ski by ski.

Based on two Ski models from the original inventor of the Carving skis Reinhard Fischer, who has been working successfully at the forefront of modern ski development, edelwiser offers high end ski quality. Every single edelwiser sidewall laminate construction Ski is produced in a small specialised ski factory - handmade - like a bespoke shoe. Delivery time is between 14 and 20 days.

wise - wiser - edelwiser

Beside a very attractive price and bonus system, the edelwiser website offers its costumers a source of information and ski community contacts - guaranteed to be more exiting than the traditional Alpine Ski instructions - expert service, snow workshops and much more.

Nicola Werdenigg-Spiess, former World Cup racer, Austrian state approved ski-instructor and ski-guide, has always found the challenge of modern skiing (carving) the ultimate alpine experience. She is a co-founder of edelwiser and responsible for ski workshops, ski development, and on-snow activities.

One-to-One Business

edelwiser is also able to supply individual small production series (minimum 3 pairs of skis) ideal for companies to post their message onto the snow and delivering highly profiled individuality to their clients or friends - marketing at it's best. Some of our small production series models meanwhile advanced to favoured collectors items: the Niki Lauda Business Athlete Award Ski, the Zitate Ski, the ZDF Huettenzauberski (produced for German TV channel), the Boerse Express Model (Investors Magazine).

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