

Press Release

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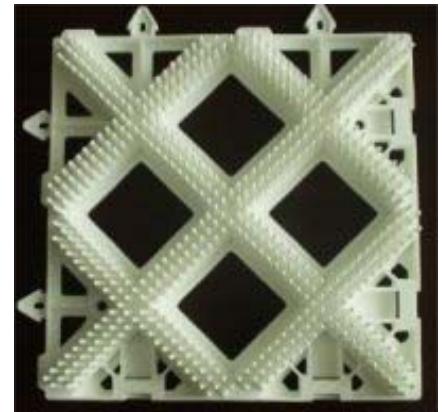
Skitrax offers service and durability for tow bars and cable cars

Conserves the environment and increases cost effectiveness

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Oberaudorf, April 14, 2008:

During the **Alpitem 2008** fair (trade exhibition for mountain and winter sport technology) in Bolzano (Alto Adige) from April 09 to 11, 2008, an international congress was held for over three days with the main topic regarding „Development and Future for the Winter Sport“. All speeches were mainly focussed on the world wide impact of present climatic changes. **It was accomplished that for every ski region the offer for “highest snow guarantee”, “nurturing of our nature” and “high quality ski runs and operational services” play an existential role.**



Many informative talks were held with Managing Directors and operators of ski regions in alpine areas and from Scandinavia during the Alpitem 08. The Swiss Professor Dr. Laesser, a top speaker during the congress to the topic “New perspectives of the wintersport”, by the way mentioned during a conversation that “this product certainly contributes substantially to an increase for snow guarantee and operational services, reduction of running costs for artificial snow machines and protection for the environment”.



The demand for winter sport is still very strong but the customer demands “snow safe regions with high comfort”. 85% of the built cable cars are set-up for winter sport. Next to fast running cable cars the customer expects snow guarantee, high functionality and service on the ski runs, the lift tracks, the pistes/street crossings, in transfer tunnels, at lift entrance and exits and with various freestyle parks with half pipe and obstacles. The customer wants quality and a memorable experience as winter sportsman on skis and snowboarding alike.

Until a couple of years ago well prepared ski runs were sufficient. But demands and target groups have severely changed! Not only high-speed downhill skiing is the call of the day. Mostly well equipped with the latest free style gear, the mainly young and financially strong target group seek the well furnished, snow guaranteed parcs with „Ambiente, Community and Events“!

“Skitrax will always guarantee for snow and operational safety, there, where it’s needed most. But as a result of temperature increases and geographical settings this guarantee unfortunately cannot be promised any longer in this day and age,” says Wolfgang Schmidt, Skitrax Sales Director Europe.

The nature of the PVC-material, tightly constructed pimples with a height of 2 cm ensures that the snow remains very compact, resulting in a thinner snow layer being necessary for the ski run – not only in flat regions but also on steep slopes and crossings. In turn one has lower human resources and less artificial snow for the special preparation of ski slopes. Skitrax is easily set-up during late autumn and rolled up in spring for storage. It protects the floor from abrasion and damage caused by the sharp edges of skis or snowboards. On suitable areas the coverage can remain outdoors throughout the entire year.

Over many years Skitrax has already successfully been used in China, New Zealand, Australia, Argentina and the USA. The five year manufacturers warranty for durability and UV persistence has never been claimed by any customer – most of the establishments run for a period of over 10 years without any problems. This certainly is profitable – for the environment and for the future of all ski regions!

SKITRAX

synthetic skiing surface

