



Exterior of the new Intersport Bründl in Fügen.

digiCOM and PAROLI in the valley station  
of the new Spieljochbahn lift

## Intelligent ski depot for Intersport Bründl in Fügen

Thanks to the Schultz Group, a new era has begun for the 2017/18 season on the Spieljoch at Fügen in the Ziller valley. An investment of around €75 million is being made over the next few years to modernise the resort. The first project is the new 10-passenger MGD Spieljochbahn with multifunctional valley station, including ski rental and a sports shop by Intersport Bründl. digiCOM and PAROLI are responsible for the ski depot area.

According to Heinz Schultz – now Austria’s largest private cable car operator – 20 companies bid for the locations at the valley and mountain stations. With 25 branches at 9 locations and 435 staff, Intersport Bründl – the market leader for sports retail in Austria’s alpine region – emerged as the ultimate victor. The experience, professionalism and quality of Bründl, the family company from Kaprun, were the key factors, says Schultz. The result proves him right: Bründl has created a very special shopping experience covering 2,000 square metres in line with its company philosophy. CEO Christoph Bründl, for whom professionalism and sporting passion are the highest priority, says: “With

tourism we are currently in the coolest industry with highly emotional products. Our staff are trained in our in-house academy and live for their work, as they are all passionate athletes. It’s the same for every top team in the world – nothing works without enthusiasm, courage, respect and professionalism, and it’s exactly the same for us too”.

### A shopping experience with feel-good architecture

Ultimately, the firm has created a shopping experience with feel-good architecture in the valley station of the Spieljochbahn lift at Fügen, as well as ski rental with 2,500 items, a depot with 1,200 spaces, a



Unique shopping ambience with feel-good architecture.

“Mountain Lounge” bar, a boot test track, a boulder wall, kids’ terminal and bike rental. A Bootdoc foot scanner and bootfitting station are just two of the many other highlights sure to delight sports fans. Another definite highlight is the top service machine from Wintersteiger, which helps to offer customers perfectly prepared equipment for the slopes.

The firm has paid particular attention to the architecture of the outer façade and has made use of high-quality materials.

“It is part of the Bründl philosophy to create extremely high quality recreation and meeting spaces for customers in our stores. This means magic moments and wow effects – coupled with extensive product ranges and highly trained staff. Customers will only leave the shop with a smile if they really feel happy in the space and connect it with positive emotions”, says Christoph Bründl of the design concept.

### Top sports expertise and the best brands

Andreas Erler, Shop Manager at Intersport Bründl in Fügen (18 staff), adds with noticeable pride: “We have achieved something amazing with this new location in Fügen (the first ski resort in the Ziller valley). Customers will have a delightful shopping experience thanks to a perfect combination of top sports expertise and the best brands for equipment, clothing, accessories and professional advice from a team of enthusiastic, skilled staff!”

There is also a shop of 160 m<sup>2</sup> at the mountain station, including ski and toboggan rental (a toboggan run is also planned on the Spieljoch) and bike rental.

### The ski depot decision

Explaining how the outfitter (PAROLI lockers, digiCOM control systems) was chosen for the ski depot, Bründl explains: “We compared with our existing suppliers from the past. The people behind the project who you deal with are always crucial. PAROLI offered us the best price-performance ratio. The ideas in the planning phase and the design quality are also really important. Is there, for example, the option of cus-



The user-friendly ski depot from PAROLI and digiCOM.

tomisation and modification in terms of design? References, which we did look at, were Sport Stock in Kaltenbach and the Comfort Center on the Stubai Glacier. Both outfitters were new to the Bründl Group”.

Now to the advantageous features of the new ski depot for 1,200 spaces, comprising spacious 2-set and 4-set PAROLI ski lockers with user-friendly depot-maxx control systems from digiCOM: An intelligent drying control system using a combination of circulating air and heat ensures particularly high comfort. Guests want to have their helmets and gloves in the depot too, because everything is so nicely heated.

There is an interface with the rental software, as rent and depot are often requested together (acc. Bründl 30 – 60 % depending on location).

The intelligent control makes things much easier for the operator. Locker occupancy no longer needs to be checked on the computer, so as to switch off heating and ventilation in unoccupied zones. The control system takes care of this automatically, keeping energy consumption as low as possible.

### Other features

► Cleaning function: the cleaning staff can only open lockers that are unoccupied. This guarantees that nothing can be stolen.

► Disinfection: the intervals and duration of the spray process for disinfection are set on the PC and then executed electronically. Each occupied locker is automatically disinfected via a supply at the critical points. The same applies to drying controls.

► Emergency opening: if there is a power failure or server breakdown, emergency opening is possible in the form of additional locks.

► Low noise level: of the lockers and drying;

► Large touchscreen displays: on the front of each locker for convenient control.

► Remote control: for the depot via a smartphone or tablet.

► Ski lockers: sturdy and solid; the water drain is stainless steel and is sloped so that the water runs off into a gully, rather than sitting at the bottom of the cupboard.