



## **SPURart Custom Skis Made in Austria Hand crafted Skis, Snowboards and Splitboards made to order**

SPURart has made a name for itself by providing popular ski- building workshops for a few years now. But this is not all the local business in Innsbruck, Austria has to offer. SPURart is now building custom skis, snowboards and split boards to order. The desired product can be created and ordered online, according to the clients' needs. For example even a snowboarder with particularly wide feet can create a board, still getting the desired design, shape and rocker.

In keeping with the slogan "Design your line", clients have a variety of design options for their top sheet. Most designs can be transferred to the top sheet and there is also a basic range of design options and patterns available to choose from. There is a large selection of fine wood veneers at the workshop, like African Makassar Ebony, Caramel Bamboo and the very fine Palisander wood veneer. Graphic designs may be printed on cloth or wood and integrated into the top sheet. Laser engravings and wooden inlays are particularly popular at the moment.

Experienced riders can make their own length, shape, tension and flex adjustments. SPURart have built lots of prototypes in the last few years and some of the best shapes have emerged as a result of this. SPURart now offers a basic choice between 13 ski shapes and 8 snowboard shapes. There is a shape suitable for everyone- from the popular "Play Spur" and "All Easy" to the "Tour Spur". Ultra-light carbon sheet varieties for free riders and off-piste enthusiasts are also available on request.

### **High-tech Material**

"We use only the best materials for our skis, and only what is really needed," says Peter Pfeifer, joint owner of SPURart. "For example we only use Nivil bases, following the latest development on the market. Nivil has great racing features and is very stable", he explains. For the core SPURart trusts in Mother Nature's high-tech materials: high quality plywood from ash trees. "Attention to this slight detail makes a significant difference to the overall performance of the product."

New in 2015 is the ultra-light carbon option, welcomed especially by Ski Touring fans and Split boarders. Using Carbon can bring down the weight to 1400g per ski ( AlpinSpur Touring Ski, length 179cm, 132x98x120), an essential fact for minimalists on the mountain.

### **Company Incentives and Advertising Media**

Skis, snowboards and split boards can now be custom built to order, according to the client's needs. Corporate clients can place individual or batch orders featuring their Corporate design. Great for trade shows, exhibitions, competitions or special window displays. In 2015 the mountain transport company Fiss-Ladis ordered custom made LED-skis for their night-shows. These can be connected to a music source, lighting up to the beat of music. Tirol Tourism, Innsbruck Tourism, Lock Tight, Energy XS, Miller Optik and the University of Innsbruck have all custom ordered skis or boards with SPURart.

All skis and boards get a complete service, which includes professional surface grinding and edge tuning before they are mailed. Worldwide shipping on request. Touring bindings and skins are also available in the online shop.



**High Resolution Photos:** <https://www.flickr.com/photos/spurart> (free of charge, copy of publication much appreciated)

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**About SPURart:**

**Design your line.** SPURart has been building Skis since 2010. At SPURart's workshop anyone – without previous experience – can build their own Skis, Snowboards or Split boards under professional guidance. The two-day workshops are held in small groups in the heart of the alpine city of Innsbruck. More than 250 satisfied annual customers are evidence for SPURart's popularity.

**Custom Ski.** In 2014 SPURart expanded its range of products and services. Skis, snowboards and split boards can now be custom built to order, according to the client's needs. Corporate clients can place individual or batch orders featuring their Corporate design. Corporate team-building workshops are also available.

SPURart manufactures exclusively in Innsbruck, Tirol, Austria. Michael Freymann and Peter Pfeifer are the joint owners.