

Reichmann Ski & Board Tuning

Reichmann Ski Service Workshops 2025: Practical experience, exchange, and social media as topic for the future



On October 21 and 22, Reichmann Ski & Board Tuning once again invited participants to its popular ski service workshops in Weissenhorn. This year, in addition to intensive practical work on the machines, the program also included a social media workshop with influencer René Sabathy, alias Sendtwitchhd. Around 35 participants from Germany, Austria, Switzerland, and South Tyrol took advantage of the opportunity to deepen their expertise and exchange ideas with industry colleagues.

Two days full of practical experience and know-how

The first day was aimed at beginners, while the second day was designed specifically for experienced workshop managers and service staff. Under expert guidance, participants were able to work on all Reichmann machines or test manual precision work for race service – from edge grinding technology to waxing and structuring.

Social media as a success factor in ski service

At the end of the two-day event, a new topic took center stage: social media marketing for ski service businesses. The workshop was led by none other than René Sabathy, alias Sendtwitchhd, one of the best-known German-speaking ski influencers and content creators. René gave practical tips on how to build a successful channel and how workshops and rental companies can make their services digitally visible in a targeted manner.

The response was overwhelmingly positive – many participants were motivated to actively use social media for their businesses in the future.

The workshop ended in a relaxed atmosphere with a get-together and live cooking, where participants and experts were able to exchange ideas in a casual setting.

Knowledge transfer and securing the future

With its annual ski service workshops, Reichmann aims to impart practical knowledge, promote customer proximity, and optimally prepare participants for the upcoming winter season. Professional ski service is a decisive success factor in setting yourself apart as a brick-and-mortar provider against the increasingly strong online business. After all, good service creates trust and customer loyalty – which ultimately benefits the entire shop and business.

"The combination of technology, practical experience, and knowledge sharing makes our workshops unique," says the Reichmann team. "The fact that we have also integrated social media this year was an important step toward the future."

About Reichmann Ski & Board Tuning

Reichmann Ski & Board Tuning, based in Weissenhorn, has been a specialist in high-quality machines for professional ski and snowboard processing for decades. The company stands for quality, innovation, and precision "Made in Germany" – from manual machines to fully automated solutions. In addition to ski service machines, the range also includes systems for rental, storage, and accessories.