



Telluride Colorado

Wagner Custom Skis

By
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ExoticSkis.com
August, 2009



Pete Wagner unveils one of his creations.

Movers and Shakers....the "Next Big Thing"!...

The ski Industry is full of great people, and some great products. Then there is Pete Wagner, CEO and founder of Wagner Custom of Telluride, CO.



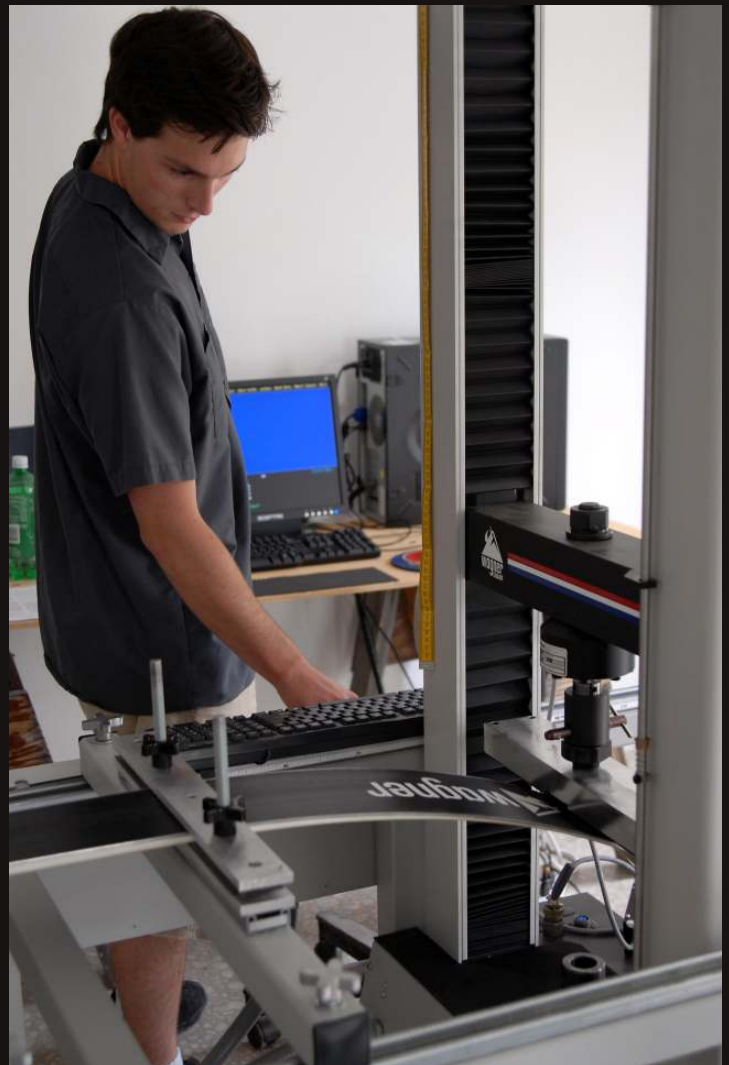
Pete grew up in Ohio, about as far away as you can get from ski country. He ended up living in San Diego and worked 10 years as a design engineer for some major golf companies creating design software and fitting systems for golf clubs. However, San Diego being San Diego, he was surfing and living an outdoor lifestyle that had

nothing to do with golf. One thing led to another and he ended up in Telluride, CO. He's an accomplished rock and big wall climber and loves the deep snow of Telluride and its backcountry.

When you meet Pete, he is at first very unassuming, quiet and thoughtful. We met over a couple of beers in Rutland, VT as he was making his empire a little bigger by visiting a couple of retailers here in Vermont.

While most ski companies big and small pump out a limited amount of flex's and shapes, Pete used his experience in the golf business and engineered a system to design skis that would be distinct for every customer. Wagner calls it "The Skier DNA Fitting System."

The Skier DNA Fitting System is a thorough process that takes about 30 minutes to complete online.





Pete Wagner's Solar-Powered Shop

This might be the first scientific approach for an individual's ski design! Wagner Custom has every customer fill out a questionnaire that has 10 steps asking questions not so much about your ability, but what you like about your favorite ski, where you ski, and what you like to ski. They even ask what you would like to have different in your ski, and what you don't like.

You want a different tip or tail shape, different flex, stiffer or softer forebody, or a different side cut, it's part of your DNA. Then you get to pick your graphics from an online catalog, or you can design your own.

You can also pick out ultra hard bases and edges, which is a big thing if you spend your life in the backcountry. Wagner starts with a blank slate for every pair based on the information you provide. Wagner Custom wants to make sure that "Ski Fit and Durability" are of the highest importance. After the initial questionnaire, Wagner Custom's staff calls or emails you to discuss ski design options and your needs in greater detail.

You have complete control over the whole design process. What it all comes down to is a pair of ski's that is custom fitted for you.



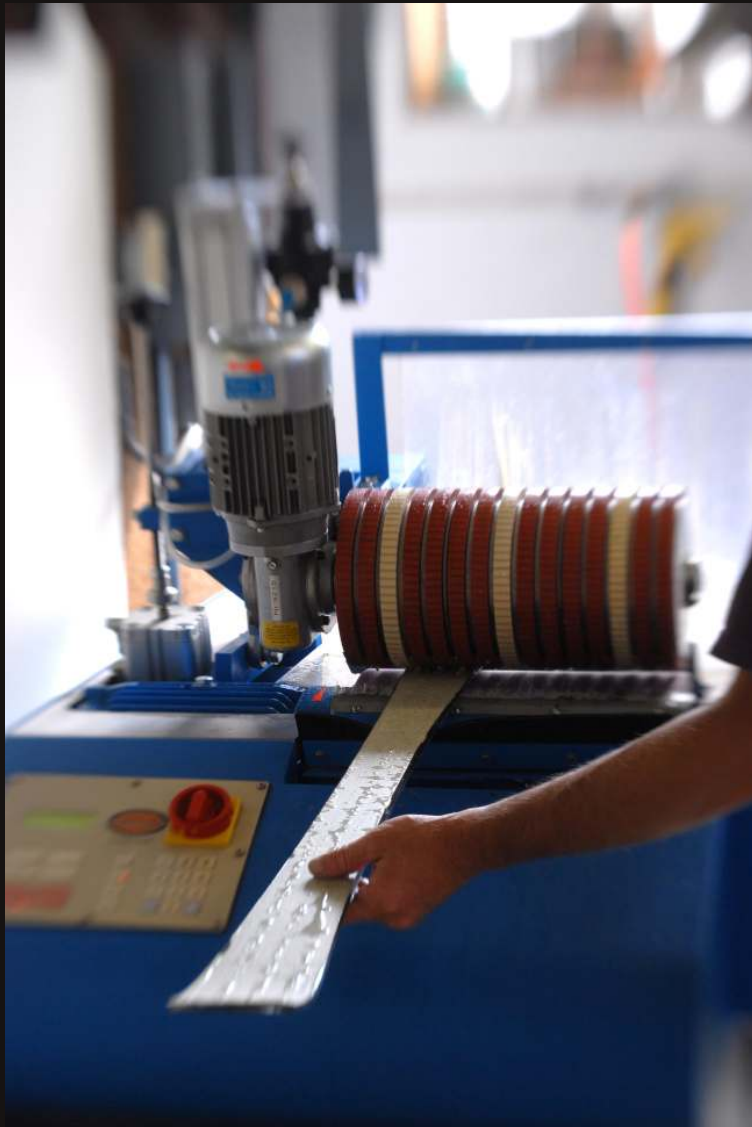
Wagners are individually designed for you based on your information, and they totally guarantee you will love them or your money back. (Not some pair that was close to what you thought when you laid down \$1000 for something off the rack.) Lest I forget, Wagner Custom also manufactures snowboards. They design and build Winterstick (just to mention one).

Susan Mol, the #1 free riding woman in the world, and Tom Burt, one of the top men free riders in the world, both ride Winterstick snowboards that are built by Wagner Custom.

Wagner is on the cutting edge of ski design and it is available to you.



Sparks fly at the Wagner Custom shop for another pair of custom-tailored skis



A new site is about to launch with a quicker questionnaire, but the results will be the same according to Peter.

It takes about 3 weeks from start to finish to get a pair built and out the door.

Check out the website and contact Wagner Custom:

Mailing Address:
Wagner Custom
PO Box 3771
Telluride, CO 81435

Shop:
120 Front Street
Placerville, CO 81430

<http://www.WagnerSkis.com>

About ExoticSkis.com



ExoticSkis.com began in 2005 as a hobby project to create a list of all the ski companies besides the "big name" brands everyone sees at typical ski shops. We started learning more and more about dozens, and dozens of small and large ski companies most people never heard of.

We started taking notes about them, monitoring their websites, ski blogs, ski forums, word-of-mouth, rumors and referrals by everyday ski enthusiasts. It has become addictive and fun. One day we got up the nerve to ask some companies if

we could test their skis and report about our experiences at our little website. To our surprise, we got to demo some very interesting skis, and found many of them to be excellent.

Today, ExoticSkis.com lists more than two hundred companies from all over the World, and receives visitors from more than forty different nations each week. We host some of the only published on-snow reviews of some skis. If our list and reviews help to alert some skiers to some alternatives to the big corporate ski giants, we're happy. We think it's the biggest list of its kind, and even if it isn't, we like it anyway and it's fun!

We don't sell skis and we don't sell advertising to ski companies. ExoticSkis.com is a volunteer effort supported by a small group of contributors and enthusiasts who simply love different skis and the stories behind their designers and builders. We don't get paid by any ski companies to test or write about their products. Sometimes they give us skis so we can loan them out for widespread reviews all season long. Sometimes we have to buy the skis with our own money, but most of the time we have to return the demos to their owners after we review them. We don't even get discount lift tickets (bummer). We do, however, get to ski some really interesting skis and often meet their designers/builders and that makes it all worth the effort! If you hear about any ski companies we don't have in our list, let us know so we can tell the world about them.

Cheers,
Eric Edelstein & Tom Favro