



Case Study Bründl Sports

Foundation: 1956

Headquarters: Kaprun, Austria

Industry: Sports retail and rentals

Employees: 550

Sales: 69 million Euro¹ net

Partner



The company

Bründl Sports is the largest sports and rental retailer in Austria comprising 30 stores in nine locations. In 2019, after 49 years, the company separated from its partner INTERSPORT Austria in order to pursue its own philosophy.

The challenge

The company's new online presence aimed to represent Bründl Sports' excellent customer service culture in the digital world. To be successful, the online rental platform not only needed to meet the increasing demands of its customers, whilst also creating a seamless commerce experience.

The solution

Based on commercetools, a rental platform with a simple and intuitive booking process was implemented and seamlessly integrated into the newly designed website. Touchpoints on the cable cars - including rentable ski depots - are used to integrate both the online and offline experience.

Results & Outlook

Bründl Sports now offers a highly scalable commerce platform with a modular architecture, which is built on commercetools' headless solution. Functions and systems such as CMS, merchandise management and POS are seamlessly integrated and can be expanded at any time.

¹ <https://www.textilwirtschaft.de/business>