

## PRESS RELEASE

HOLMENKOL ShoeFresh+disinfect – shoe deodorant with new perfume plus disinfection

### Shoe deodorant with new perfume

**Ditzingen, 20 January 2005. ShoeFresh+disinfect of the HOLMENKOL Advanced Protection range provides ideal inner shoe hygiene and is suitable for all shoes.**

It reliably disinfects and has a fungicide effect. A neutral perfume neutralizes odours. Very fine spraying through non-polluting aerosol enables the effects also in forefoot part of the shoes.

ShoeFresh+disinfect is also ideal for all sports bags and backpacks.

HOLMENKOL ShoeFresh+disinfect provides all sports and outdoor fans with ideal inner shoe hygiene which reliably eliminates odours and disinfects with lasting effect.

**ShoeFresh+disinfect is exhibited at ISPO winter 2005. Visit HOLMENKOL truck in the atrium between hall A and B.**



Use disinfectant safely.  
Read safety instructions  
and product information  
before usage.

*HOLMENKOL Sport-Technologies is the oldest ski wax manufacturer of the world and exclusively specialized on the development and the commercialization of highly innovative and environmentally friendly sports coatings based on the newest technologies since 2002. HOLMENKOL was awarded to be one of the 100 most innovative medium-sized companies in Germany 2004. 2003 the NANOWAX product line is awarded to be the no. 1 nanotechnology product worldwide by the FORBES magazine. More information about HOLMENKOL and the products you can find on our website [www.holmenkol.com](http://www.holmenkol.com).*

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