

PRESS - INFO

HOLMENKOL optimizes its ski wax range for sports shops

Sportsline ski wax – compact, easy to use and highly effective

Ditzingen, 20 January 2005. HOLMENKOL has optimized its ski wax range for sports shops, combining state-of-the-art technology with optimum pricing. With just a few product lines, this compact range is able to meet all the needs of amateur skiers and snowboarders of all performance abilities to the greatest possible extent.

Through optimizing the formulation of liquid and paste ski waxes there is no longer any need to differentiate between Alpine and Nordic in the universal field. This certainly makes life much easier for the sports trade, not only in terms of advising customers, but also in terms of stock holding. In addition to this, HOLMENKOL has also developed a new fluorinated and highly-effective liquid ski wax and paste ski wax product. These new products are ideal for meeting the demands of ambitious and advanced skiers who are looking for a cold wax product which is able to offer even greater levels of performance. In damp, wet snow and warmer conditions, these products can even be used for racing.

The Sportsline range also features a different design of packaging which is highly attractive, transparent and flexible – ideal for taking to the ski slopes and cross country runs. The universal Easy-Line range, featuring a ski wax spray, rub wax and family-sized hot wax, provides the perfect finishing touches to the HOLMENKOL Sportsline range.



HOLMENKOL ski waxes will be on show at the Winter ISPO 2005 in the HOLMENKOL demo truck located in the atrium between Halls A and B.

HOLMENKOL Sport-Technologies is one of the oldest manufacturers of ski wax in the world and since 2002 has specialized exclusively in the development and worldwide marketing of highly innovative and environmentally friendly sports coatings based on state-of-the-art technologies. In 2004, HOLMENKOL was included in the "Top 100" list of most innovative medium-sized companies in Germany. In 2003, the NANOWAX product range was chosen as the No. 1 nanotechnology product worldwide by the US business and finance magazine FORBES. Further information on the company and its products can be found on the following website: www.holmenkol.com

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