



HOLMENKOL Sport-Technologies presents its hightech nano care line with further innovations

### **Advanced Nano care line**

**Ditzingen, 20 January 2005. HOLMENKOL Sport – Technologies GmbH & Co. KG will be introducing its enlarged range of care products at ISPO 2005 (in a truck in the courtyard between hall A2/B2) . The Ditzingen-based company continues its succesful development from a pure ski wax manufacturer to supplier of innovative sports coatings.**

The last year launched product line "Advanced Protection" has been optimized and new innovations have been developed. The products are designed to care, protect and maintain the value of high-quality shoes, functional textiles, sports accessories and sports equipment.

New are coatings that are particularly used in water and bike sports to protect the valuable sports equipment at its best and reduce cleaning efforts.

Sportswomen and men can be totally devoted to workout and fun:

Dirtprotector+clean, LubenSpeed+glide and SealnGlide+glaze.

Thanks to nanotechnology HOLMENKOL was able to reproduce the characteristics of the self-cleaning lotus flower. All the products that show those characteristics are labeled by the "Lotushybridmatrix" logo. HOLMENKOL Sports-Technologies is setting again a new standard in the market for outdoor and sports goods.

The Advanced Protection range is almost completely based on nanotechnology that presently causes a sensation in all product and media branches.

The nanoparticles, which are approx. 100 times smaller than the diameter of a human hair, provide surfaces with reliable and flexible protection against water, oil & dirt, effectively prevent condensation on glasses and ski goggles. And of course, all these products are also suitable for breathable, functional fabrics like Gore-Tex, Schoeller, Sympatex, Softshell and are therefore recommended eg. by NORTHLAND.

This compact product range provides the sports and outdoor sector with an ingenious and innovative supplementation to their current product range. The products are designed to suit the different product fields such as camping, nordic walking, trekking, biking, aquatic, etc. Through outstanding performance, intensive dealer training and support as well as professional sales support, this new care range is set to become the leading name in care and impregnation products.

*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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