

PRESS INFORMATION

HOLMENKOL presents world firsts and technological highlights at ISPO Winter 2005

A technological feast from HOLMENKOL

Ditzingen, 21 January 2005. Sports coating manufacturer HOLMENKOL has come up with a real feast of innovative products, world firsts and technological treats at Ispo Winter 2005. Nanotechnology and high-tech active ingredients available exclusively to the company have made entirely new functional coatings possible for all types of sport. HOLMENKOL has been translating its slogan "License to Win" into action through new products.

In its newest product range "Advanced Protection", HOLMENKOL is presenting further innovative ideas alongside the fabric and shoe care line based on nanotechnology introduced last year. "Dirt Protector" is a world first, a product which ensures that, in future, bikes will no longer need cleaning, no matter how dirty they are. The highly optimised impregnation incorporates a lotus hybrid matrix so that water, oil and dirt do not stand a chance, even with large-pored fabrics.

The superhydrophile nano-film in the new anti-fogging agent "No Fog" ensures that sports, ski, diving and swimming goggles won't mist up in future. LUBEnSPEED is the world's first lubricating agent whose beneficial effects, protected by a nano-seal, will be felt long-term.

HOLMENKOL has streamlined its "Performance Skiwx" product range, creating a more commercial line, improving content and introducing a new packaging design. Liquid, soft and hard waxes ensure excellent performance in all snow conditions.

With the new Hybrid^{FX} and Matrix^{FX} racing wax ranges, HOLMENKOL introduces a new generation of ski waxes whose winning features virtually guarantee a place on the podium. Highly optimised race finish products based on nanotechnology are ultimately the icing on the cake for all ambitious winter sports fans.

With FX-SmartBase, another world first, HOLMENKOL, together with technology partners Felix and Hoffmann, introduces the ski coating of the future. Protected by three patents, this material creates a coating capable of thinking for itself, adapting dynamically to changes in snow condition during the run. Additional benefits of the high-tech nano-coating: glides smoothly even when unwaxed, virtually indestructible, self-regenerating, available in a range of colours, easy-care and maintenance-free. FX-SmartBase will make skiing and snowboarding far more enjoyable in years to come.

As part of the supporting programme, HOLMENKOL has set up a bar serving warming Glühwein on the roof of its demo truck in the atrium between halls A2 and B2. Entire product ranges are raffled each day in a quiz. By auctioning T-shirts signed by the world's top ski jumpers (e.g. Hannawald, Morgenstern, Malysz, Ahonen, Schmitt and many more) and running a fundraising campaign, HOLMENKOL is also supporting the organisation Right To Play, through which top athletes provide children in disadvantaged countries with opportunities for sport and play.

**HOLMENKOL will be presented at the Winter ISPO 2005 in the
HOLMENKOL demo truck in the atrium between the halls A2 and B2.**

HOLMENKOL Sport Technologies is the world's oldest ski wax manufacturer and, since 2002, has been specialising exclusively in the development and marketing around the world of highly innovative and environmentally acceptable sports coatings based on the latest technology. In 2004 HOLMENKOL was voted one of the 100 most innovative medium-sized companies in Germany. The NANOWAX product line was chosen by the business magazine FORBES as the world's top nanotechnology product for 2003. Further information about the company and its products is available on the website at www.holmenkol.com.

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