

PRESS RELEASE

Personnel – New arrival at HOLMENKOL

HOLMENKOL welcomes sailing world champion Heiko Kröger aboard

Heimerdingen, 13th June 2007. After many years of materials sponsorship HOLMENKOL is welcoming the seven-time sailing world champion Heiko Kröger (41) aboard. After working in the pharmaceutical industry, the sailing specialist took up his position as Key Account Manager Aquatic and Race Director with the in Germany based sports coatings manufacturer on 01.06.2007. Kröger is responsible for export sales and races at national and international regattas.



With this newly created position HOLMENKOL is hoping to push watersport sales at national and international level. During his sailing career Kröger has had the opportunity to convince himself of HOLMENKOL's high-tech water sports products. His experience in application and use, combined with his successes, will prove a tremendous benefit to him in his sales activities.

Sailing career:

Having started off in Lasers, he now sails a 2.4mR class boat. This boat is particularly suitable for handicapped sailors – Kröger was born without a left forearm – and he has had no special alterations made to his boat.

6-times IFDS World Champion Disabled Sailing
2001 World Champion 2.4mR (open class)
2001 Sports Personality of the Year in Schleswig-Holstein, Germany
Gold medal winner Sydney 2000
4-times Kiel Week champion
5-times German Champion



In the same year he was also nominated for the World Sailor of the Year Award. He enjoyed numerous further successes at national as well as international level. At the 2004 Paralympics in Athens, Kröger carried the German flag. This was the first time that a representative from the world of sailing had been the flag bearer. More at www.heiko-kroeger.de

HOLMENKOL Sport-Technologies is the oldest manufacturer 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 the latest technology.

Besides ski wax, this now includes waterproofing, detergents, coatings and polishes protected by 15 patents for all kinds of outdoor and water sports.

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

For any questions or requests for photographic material, please contact:

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(We would be grateful to receive a copy of any publications. Many thanks.)