

## **HOLMENKOL Group achieves above average growth**

The hi-tech sports coating specialist's sales rise by more than 25 per cent

**As a supplier of equipment to top sports personalities and a vanguard of innovation in sports coatings and ski waxes, HOLMENKOL has a reputation going back many decades and enjoys international success. The traditional – and now multinational – company also produces a variety of ground-breaking products for recreational sports, especially water sports, outdoor activities and cycling. HOLMENKOL's hi-tech products are sold through an international distribution network which has been central to its impressive rate of growth.**

HOLMENKOL provides a perfect example of how innovations once reserved for professional sportsmen and women can also be of benefit to recreational sport. At its headquarters in Heimerdingen just outside Stuttgart in south-west Germany, as well as preparing its products for the world's skiing, cycling and water sports elite, the company makes a variety of innovative and highly practical products for everyday use.

### **Sales growth by entering new markets**

During the last financial year, which ended on 31 March 2009, HOLMENKOL recorded year-on-year sales growth of 25 per cent, despite the general downturn in the economy. "We are delighted with sales, which were not just down to above-average growth in our textile protection, bike and aquatic business – we also witnessed strong growth in ski wax sales, partly because of the cold winter," states Christian Römlein, member of the HOLMENKOL board. HOLMENKOL's success stems not only from their strong track record dating back 90 years – the company can also point to an impressive list of clients and reference customers. All high-profile ski manufacturers and skiing associations use HOLMENKOL products, and the company also supplies products to 45 national squads and owns 18 international patents in six patent families.


HOLMENKOL has operations in 47 countries across four business divisions – Snow, Aquatic, Bike and Textile Protection – including separate subsidiaries in Austria, Norway and Japan. Sales at the Austrian subsidiary alone rose by 15 percent year on year.

Turnover at the recently established subsidiary in Japan was already in the millions within the first year, doubling the sales of the import company previously responsible for the Japanese market.

### Looking into the future with confidence

Based in Heimerdingen near Stuttgart (Germany), HOLMENKOL AG is a producer of hi-tech sports coatings. It is owned by Nanogate AG, a hi-tech company listed on the Frankfurt stock exchange, and Nanostart AG, a venture capital company with a strong emphasis on leading-edge nanotechnology companies. Despite the economic crisis, the company directors of HOLMENKOL, Christian Römlein and Thomas Schultheis, anticipate continued strong sales growth for the foreseeable future, fuelled by a variety of unique sports product innovations and ongoing investment in sales and marketing.

To find out more about HOLMENKOL, visit [www.holmenkol.de](http://www.holmenkol.de)

<b>INFOBOX: HOLMENKOL</b>		<b>www.holmenkol.de</b>
		
<b>Headquarters:</b>	Heimerdingen, near Stuttgart	
<b>Founded:</b>	In 1922 by Dr. Max Fischer	
<b>Directors:</b>	Christian Römlein (Sales, Marketing, R&D) Thomas Schultheis (Finances, Administration, Operations)	
<b>Business divisions:</b>		
	<ul style="list-style-type: none"><li>• Snow</li><li>• Bike</li><li>• Aquatic</li><li>• Textile Protection</li></ul>	
<b>International operations:</b>	Active in 47 countries, Subsidiaries in Austria, Japan and Norway	
<b>Legal form/ ownership:</b>	Joint-stock company	
	<ul style="list-style-type: none"><li>• Nanogate AG</li><li>• Nanostart AG</li></ul>	

**To find out more and download text and image material, visit  
<http://www.press-service.info/holmenkol>**

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