

PRESS RELEASE

Perfect care: Get ready for winter

World novelty: Washing liquid with special conditioners for natural fibres

Heimerdingen, January 11, 2008. Natural fibres such as merino wool, down and silk are seeing a true revival. HOLMENKOL once more demonstrates its innovative leadership by introducing a perfect washing agent for all natural fibres except cotton.

Wool, down and feathers have proved through the ages to be the best form of protection from the cold. With modern finishes, they become really high tech materials. If worn or dried incorrectly, however, they may lose their fluffiness and this will ruin their excellent insulating properties. The fibres then get clumped together or they become brittle. What is more, the natural passage of moisture can be impaired due to excessive or ill-advised care.

With NaturalWash, HOLMENKOL has devised a completely new washing liquid for the care of clothing which meets the particular requirements of wool, down and other natural fibres including silk. It provides smooth cleaning while preserving the natural fat content. Excellently matched conditioning agents ensure that fibres retain their elasticity.

Typical features of natural fibres including wicking/natural moisture transport, natural anti-bacterial properties, warming and natural UV protection are conserved when fabrics are washed with HOLMENKOL NaturalWash. The built-in hygienic effect gives additional freshness and excellent comfort when wearing washed garments, e.g., underwear, socks, caps, scarves, jumpers, gloves, etc.

Please note: NaturalWash is also suitable for bedspreads and pillows.



NaturalWash can be used for hand and machine washing. It is already available at sports outfitters since November 2007 in 250ml bottles for € 11.95.

For all synthetic clothing, HOLMENKOL TextileWash, launched in summer 2007, is available at sports outfitters and cycle shops.

HOLMENKOL exhibits at ISPO winter 2008, hall B4, 519.

HOLMENKOL Sport-Technologies is the world's oldest ski wax manufacturer. Since 2002, we have been focussing on the development and global marketing of innovative and environmentally friendly sports coatings based on advanced technologies. Our range includes ski wax as well as various impregnations, cleaners, coatings and polishes for all kinds of outdoor and water sports activities, these products being protected by 15 patents.

In 2004 HOLMENKOL was voted as one of the 100 most innovative companies in Germany's mid-sized business sector. The NANOWAX product group was declared the world's leading nanotechnology product by FORBES magazine in 2003. For more information on our company and products, please go to www.holmenkol.com

If you would like more information or graphic material, please contact:

HOLMENKOL Sport-Technologies GmbH & Co. KG
Alexandra Wiest
Wernher-von-Braun-Str. 3
D-71254 Heimerdingen
Phone 07152-6101-161 Fax 07152-6101-199
E-mail: alexandra.wiest@holmenkol.de www.holmenkol.de

(For reprints, please forward a copy)