

## PRESS INFO

Personnel - HOLMENKOL Austria boosts service for the specialist sports trade

## HOLMENKOL Austria changes from commercial agents to travelling sales force

**Lauterach, 28th August 2007. The Austrian subsidiary of HOLMENKOL is launching a service offensive for the specialist sports trade. More than ever before, care products for textiles, shoes and hardware are set to become important generators of sales and profits for the trade. In order to drive this along, HOLMENKOL Austria - under the guidance of the Redler commercial agency - has decided to convert the field service to a travelling sales force for the HOLMENKOL brand from 1st September 2007.**

Together with Gery Bischof and Ernst Kain, Kurt and Heinz Redler want to offer their partners even more expertise and even better service in the future for the outdoor, bike and winter sport areas. With the field team concentrating on the HOLMENKOL brand, better customer support and care can be guaranteed. In addition to the ski wax seminars for the ski club trade customers, the service provided to the specialist sports trade also includes in particular the comprehensive training of sales staff, as well as the provision of support for the achievement of optimum product presentation and assistance with sales promotions.



The Vorarlberg, Tyrol and East Tyrol area will be looked after by **Gery Bischof** (40). In addition to his positions as a tennis trainer and branch manager with Kastner & Öhler, Bischof has worked most recently as a self-employed sales representative for HOLMENKOL Austria amongst others.



All other Austrian states will be looked after by Ernst Kain (46). The father-of-two and D trainer for alpine skiing, has worked for six years in the ski test field for the Fischer company amongst others. He spent a

further four years supporting the world cup ladies. During the past 15 years he has worked as a customer service technician for the Artweger company. His freelance work has included mentoring up-and-coming athletes at Salomon and he has already been on the road for more than 10 years in the racing service field for HOLMENKOL. His passion for winter sport has brought him back to the industry.

*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 state-of-the-art technology. In addition to ski wax, these include 15 patented impregnation products, detergents, coatings and polishes for all types of outdoor sport and watersport.*

*IN 2004, HOLMENKOL was included in the top 100 most innovative medium-sized companies in Germany. The NANOWAX product range was chosen as the No. 1 nanotechnology product of the year worldwide for 2003 by the business magazine FORBES. Further information on the company and products can be found on the following website: [www.holmenkol.com](http://www.holmenkol.com)*

If you have any queries or would like photographic material, please contact:

HOLMENKOL Sport-Technologies GmbH & Co. KG

**Alexandra Wiest**

Wernher-von-Braun-Str. 3

D-71254 Heimerdingen

Germany

Tel. +49 (0)7152-6101-161 Fax +49 (0)7152-6101-199

E-Mail: [alexandra.wiest@holmenkol.de](mailto:alexandra.wiest@holmenkol.de) [www.holmenkol.de](http://www.holmenkol.de)

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