

## PRESS RELEASE

HOLMENKOL - An innovation to complete the racing finish ski wax collection

### **Magic wax: nano-CFC SpeedPowder becomes the World Cup show stopper**

**Heimerdingen, January 09, 2008. HOLMENKOL's new patented nano-CFC® technology was first used for the new HOLMENKOL SpeedPowder racing finish collection. After successful testing, the new nano-CFC powders have been a true show stopper in the alpine World Cup since last December where they are now being treated as an insider tip.**



In addition to the nano-CFC® effects, the new SpeedPowder collection has been enhanced by optimizing the products to match the various requirements of alpine and Nordic racing. These innovative powder products have been engineered to suit three fields of application (i.e., wet, medium and cold snow). "The combination of HOLMENKOL High-Fluor HYBRID (alpine) or MATRIX (Nordic) racing waxes with Speed Powder of the new nano-CFC® generation gives you a true license to win", promises Franz Nemeth, Director of the Alpine/Nordic World Racing Team with HOLMENKOL.

*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 18 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](http://www.holmenkol.com)*

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