

## PRESS - INFO

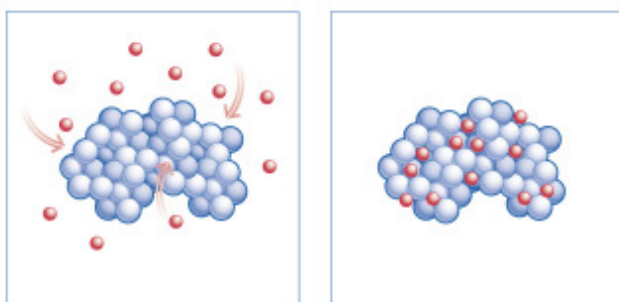
Double the power against unpleasant odours

**Concentrated hygiene spray with hi-tech odour absorber**

Heimerdingen, January 14th, 2008. The HOLMENKOL "SportHygienic" spray is available in the handy 125ml aerosol can. The new recipe provides a fresh and hygienic feel that lasts even longer.

During strenuous cycles rides when the cyclist is prone to perspiring, in high temperatures and particularly in a damp environment, effective shoe hygiene is essential. Not only does it prevent unpleasant odours, but also skin disease.

The built-in odour absorber neutralizes and eliminates active odours and leaves behind a lemon fresh aroma.



**Left:** "Good" and "bad" odours are completely different in chemical terms. The SportHygienic odour absorber is able to differentiate between these without a problem.

**Right:** Unpleasant odours and bacteria can be eliminated in this manner, leaving behind a lemon fresh aroma.



The extremely fine spray mist ensures reliable effectiveness in the entire inner shoe and also ensures that a little goes an extremely long way.

The +100% concentrated recipe halves drying time on the fabric, as "SportHygienic" achieves its full effect with the very first spray application. The hygiene spray is also suitable, amongst other things, for cycle helmets, bags and rucksacks.

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

*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 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  
Germany  
Tel. 07152-6101-161 Fax 07152-6101-199  
E-Mail: [alexandra.wiest@holmenkol.de](mailto:alexandra.wiest@holmenkol.de) [www.holmenkol.de](http://www.holmenkol.de)

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