

PRESS INFO

New innovation available at retail dealers from June 2007

Detergent with hygienic and quick-drying effect

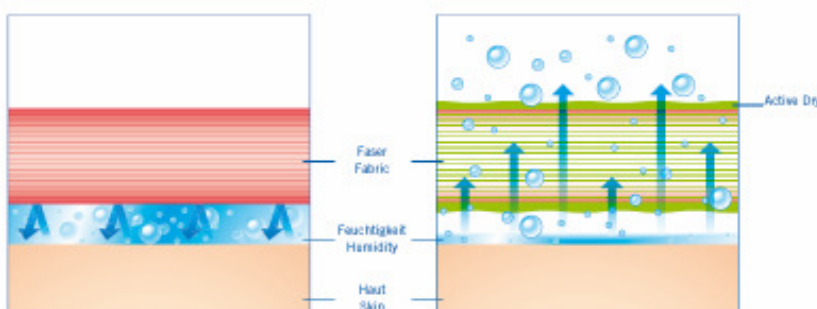
Heimerdingen, 22 June 2007. With its "TextileWash+active dry" HOLMENKOL is once again advancing the frontiers of innovation, profitability and performance with perfect timing for the start of summer. This special hi-tech detergent which gently cleans synthetic functional textiles and bathing wear is the ideal care product. Free from harmful bleaching agents, dyes and fillers, this product maintains the full breathability of the fabric.

The integrated "active-dry" additive provides textiles with improved moisture absorption following washing. Moisture transportation from the inside to the outside of the fabric is increased and provides an enhanced sense of well-being and comfort. Keeping the body dry for longer. A major advantage for all active sports fans – particularly during the summer months. The new detergent is available in a handy 500 ml container and is available at the price of EUR 13.95 from every good sports shop.



Conventional functional clothing e.g. microfibre fabrics, are hydrophobic (= water-repellent) and therefore do not absorb perspiration. The body is then covered with a film of perspiration and rapidly cools down after sport.

Here:
The fabric absorbs the perspiration from the body and transports it outwards.



Improved washing power and hygiene additives provide even greater peace of mind when it comes down to cleanliness. Synthetic materials do not completely absorb water and detergents, even in the washing machine. Therefore it is very difficult to ensure that heavily soiled and sweaty clothing (e.g. worn during cycling, jogging, playing football or riding) is properly clean when conventional detergents are used. The "active-dry" additive provides the fabric with improved moisture absorption and this in turn means improved cleaning performance. Fabrics are gently, thoroughly and hygienically washed in just one washing cycle!

As the only worldwide manufacturer, HOLMENKOL offers four different functions in this one product: 500 ml of breathability, deep cleansing, hygienic washing and temperature control.

This traditional company based in Ditzingen Germany, once again confirms its commitment to innovation and offers its customers and partners maximum performance and profitability through the use of the very latest technologies.

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

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

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