

PRESS RELEASE

License to win: the revolutionary textile detergent from HOLMENKOL

Detergent with anti-bacterial effect and active-dry function for breathable sports clothing

Ditzingen, 29.01.07. With its "TextileWash+active dry" HOLMENKOL is once again advancing the frontiers of innovation, profitability and performance. This hi-tech detergent which gently cleans functional clothing is the ideal care product for high-quality functional textiles. Free from harmful bleaching agents, dyes and fillers, this product maintains the full breathability of the fabric.

Improved washing power provides even greater peace of mind when it comes down to cleanliness. Anti-bacterial additives ensure that fabrics are hygienically washed at all washing temperatures: sports clothing is usually washed at 30°C. With conventional detergents it is only possible to kill off common bacteria at washing temperatures of 60°C and above. Bacteria can therefore be transferred to all other garments in the drum of the washing machine at every wash. With this special detergent from HOLMENKOL, it is now possible to wash clothing hygienically at just 30°C and 40°C. Even with hand washing!

New from Summer 2007 - the integrated active-dry function:

The washed items offer improved moisture absorption, keeping the body dry and warm for longer. This means an increased sense of well-being and comfort for all active sports fans.

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. All of this will be available from Summer 2007 at the price of EUR 13.95. Available only from professional sports and cycle specialists.



Use disinfectant with care. Always read label and product information before use.

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 12 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

Contact:
HOLMENKOL Sport-Technologies GmbH & Co. KG
Alexandra Wiest
Leonberger Straße 56-62 D – 71254 Ditzingen
Germany

Telephone: +49 (0) 7156 / 357 – 265 Fax: +49 (0) 7156 / 357 - 261
e-mail: alexandra.wiest@holmenkol.de www.holmenkol.de

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