

## **HighTec Proof – material impregnation based on nanotechnology**

Tiny particles – with a huge impact

**Extremely long-lasting yet gentle on materials, no matter what textile fabrics it's applied to: HighTec Proof nano-impregnation is setting new standards in more ways than one, with top-of-the-range benefits in all sorts of applications. Leather stays permanently dry and breathable, as do all types of mixed materials – even in highly demanding conditions. The ground-breaking 'lotus hybrid matrix' found in HighTec Proof – a fine, long-lasting protective film made of microscopic particles – provides reliable protection from water and contamination. In a nutshell: this is the most "intelligent" material impregnation spray in the entire Holmenkol range.**

The new HighTec Proof nano-impregnation spray has been specifically designed to address the needs of sportswear and functional clothing and preserve their longevity. Simple to apply, it not only lasts longer than the previous generation of Holmenkol impregnation solutions, it also provides ideal protection for a whole variety of textiles and natural fabrics used in outdoor sports activities. For all types of adverse weather conditions.

### **From the flower into the spray can – protection at your fingertips**

Inspired by an ingenious solution found in nature, Holmenkol found a way to mimic the self-cleansing leaves of the lotus flower. Tapping into state-of-the-art technology, HighTec Proof is one of the most innovative textile impregnation methods on the market. After a single spray, the nanoparticles contained in HighTec Proof form a resilient shield around sensitive membranes to protect them from moisture and impurities – without impairing breathability.

It's difficult to enjoy outdoor activities if clothing isn't properly looked after and shielded from the elements. As functional clothing is often expensive, it's a shame when it no longer works properly. Holmenkol's HighTec Proof is a simple and lasting solution that is quick to apply. Having this spray-on protection at hand when out and about is welcome news. Not only does it work with all types of leather and mixed materials, it fits neatly into every rucksack.

HighTec Proof is particularly well suited to sports enthusiasts and fans of the great outdoors who don't want to compromise when it comes to clothing protection. The excellent cover offered by HighTec Proof also helps to protect weak seams and stitching.

HighTec Proof is available in stores now as a handy spray can in three sizes: 75 ml, 250 ml and 400 ml. To find out more about HighTec Proof, visit [www.holmenkol.de](http://www.holmenkol.de).

**Product:** HighTec Proof

**Application:** Textile Protection

**Description:** Outstanding, extremely long-lasting high-tech nano-impregnation for all types of fabrics and leathers

**Benefits:**

- Protects sportswear and functional clothing
- Repels water, oil and dirt
- Keeps clothing dry, even along seams
- Keeps clothing breathable, even under extreme conditions

**Recommended retail price:**

- € 4.99 per 75 ml bottle
- € 12.95 per 250 ml bottle
- € 19.95 per 400 ml bottle



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