



Press release

December 2019



HOLMENKOL becomes first eco-certified ski wax manufacturer

Product awarded with Nordic SWAN Ecolabel – consistent commitment to environmental protection

This has never happened before: HOLMENKOL is the first eco-certified ski wax manufacturer. A milestone in history, but by no means the end. Because the company is resolutely pursuing its path towards sustainable and responsible products. In nature – for nature.

The pioneering work can even be seen in the name. 2106 0001 – this number identifies the Nordic SWAN Ecolabel awarded to HOLMENKOL. The figure 0001 proves it: HOLMENKOL is the first ski wax manufacturer in the world to receive a licence for the renowned Scandinavian certificate. "For us, this is a milestone in the company's history and in our commitment to environmental protection," says Timo Fleischmann, Business Director Sales & Brand.

HOLMENKOL participated in the long and intensive certification phase with the Natural Skiwax Bar. The criteria are strict. The Nordic SWAN Ecolabel, which is particularly important in Scandinavia, is only awarded to extremely environmentally conscious products in a wide variety of areas. Performance plays an important role at the same time. For example, the gliding properties of eco-waxes have to be just as impressive as those of slightly fluorinated waxes. The Natural Skiwax Bar meets all the criteria: it is biodegradable but environmental protection is not at the expense of performance, so athletes do not have to make any compromises. "Performance with a clear conscience," says Florian Pupp, Sales Manager Germany and Product Manager. Thor Hirsch, project manager at Nordic Ecolabel, is also convinced of HOLMENKOL and its path. "We at Nordic Ecolabel are very happy to be able to



award our partner HOLMENKOL the first SWAN certificate in the ski wax sector," he says. "For us, as a Norwegian company, the name Holmenkol is associated with a long tradition in skiing."

The entire Natural range is biodegradable

Commitment to sustainability – for HOLMENKOL a mission that arises from the company's identity. "We live outdoors, we love outdoors, we are outdoors," says Pupp. "Nature is our playground - that's why we have to protect it."

This principle applies to the entire Natural range, whose products carry the eco-label – another unique selling point. They are biodegradable in accordance with OECD 301. More than 60 percent of the ingredients are degraded after 28 days. And with these products, winter sports enthusiasts don't even have to compromise on performance. They are also distinguished by their simple and quick application: apply thinly, wait a short time and then polish with felt. Done. They can be used 24/7, on any day, in any weather.

Sustainability from production to packaging

For HOLMENKOL, sustainability does not end with the products' ingredients. The Natural range's packaging is also very important. They all already have the green dot and can be disposed of in the yellow bin or yellow sack. HOLMENKOL is also gradually replacing all packaging and increasingly using recycled materials. These are plastics that have already been recycled at least once. By the end of 2020, more than 60 percent of HOLMENKOL's boxes and bottles for all products will be made of these recycled materials.

HOLMENKOL also keeps an eye on production with regard to working methods that conserve resources. "Made in Germany" is an important principle for the ski wax manufacturer with its production facility near Münster/North Rhine-Westphalia, which allows for short delivery routes. The use of green electricity and the in-house photovoltaic system also ensure low energy consumption. Every day we are working on further reducing the consumption of energy, water and waste. As a result, we were able to save up to five tonnes of waste, 70,000 kWh of



electricity, 16.8 tonnes of CO2 and 375 cubic metres of water in one year. HOLMENKOL wants to resolutely continue pursuing this path.

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