

# HOLMENKOL®

## LICENSE TO WIN



October 9, 2003

Minneapolis, MN – John Dyste, Holmenkol's USA Nordic Race Service Representative, returned this week from Ditzing, Germany. Dyste was in Germany attending the Holmenkol Sport Technologies annual World Racing Team Nordic Seminar. The seminar was led by such notables as Franz Nemeth, Holmenkol World Racing Team Chief & Raik Dittrich, Holmenkol world-wide product manager & former Biathlon Olympic Gold Medalist. His report is as follows:

This was an amazing opportunity to train with some of the best servicemen in the world and proved to be both exciting and extremely informative for me. The seminar began with a detailed discussion of the Nordic world marketplace, detailed product specifics, and highly technical wax & tuning procedures. The discussion portion of the seminar was followed by a very detailed wax application session covering both Nordic & Nordic classic skis, including the application procedures for the Holmenkol Topspeed (overlay) line.

In all, the session was extremely informative, and I have come away from it with a greater understanding of the product line. Without question, the Holmenkol product line is truly for professional users and all those seeking professional results. What was most exciting was how easy the products were to choose for the anticipated conditions, their use, and their flexibility. I can now easily understand why Holmenkol was the choice for over half of the servicemen at the Val di Fiemme Nordic World Championships last season.

In summary, the principles necessary to achieve the fastest skis don't change: intimate knowledge of your wax, skis, & grind; dedication & time; proper technique in all aspects of cleaning, waxing, scraping, & brushing; and personal experience. I am very excited to begin my work with the Nordic programs, teams, coaches, and athletes nationwide to help them achieve their personal best using Holmenkol products.

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