

# HOLMENKOL®

## LICENSE TO WIN

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### HOLMENKOL USA ANNOUNCES U.S. NORDIC RACE REP

*John Dyste named as US Nordic Race Representative for Holmenkol.*

**Cranston, RI** — Holmenkol is pleased to name John Dyste as the Nordic race representative for the US.

“John brings to Holmenkol a wealth of coaching, tuning, waxing, and practical experience that will serve our brand very well” says Dave Peszek, Holmenkol USA’s brand manager. John’s task will be to successfully reintroduce the world’s 2<sup>nd</sup> largest wax brand to the key mid-western Nordic marketplace.

“It was important to me that our rep have a strong coaching background” states Dave Peszek. “The marketplace doesn’t need more people selling promises, but does need people of integrity and passion that are as dedicated to all forms of racing as Holmenkol is. John is that person.”

“Our name may be new to some in the US Nordic marketplace, but our products are used extensively at the highest levels in World Cup Nordic & Biathlon. In fact, at Val Di Femme World Championships last year, Holmenkol was involved in over half of the athlete’s skis” says Holmenkol’s Dave Peszek.

Worldwide, Holmenkol is increasing it’s presence in the important Nordic marketplace. For several years now Ole Einar Bjorn-Dhalen has been an exclusive product tester for Holmenkol. Additionally, the Holmenkol World Racing Team works directly with the world’s top servicemen to ensure podium results for athletes worldwide. New this year to the Holmenkol World Racing Team is Thomas Burmann, a former DSV serviceman with one of the greatest win records ever.

John Dyste’s background includes extensive head coaching experience at the collegiate & high school level throughout the mid-west, plus an undergrad degree in sports science and a master’s in recreation management.

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