



## Welcome

Dear Business Partners,

We take the liberty of introducing a new information platform named TENDON Info to you. Under this name, you will find on our website [www.mytendon.com](http://www.mytendon.com) every month a new issue from which you will learn, apart from other things, what our TENDON Team prepares for you.

Through TENDON Info we would like to give you a better service and information about the TENDON brand as, for instance, round robin tests, new collection of POS materials, new products, planned marketing events, etc.

In the first issue we are going to introduce the faces of the TENDON Team to you which cares for your maximum satisfaction. Here they are:



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## ISPO China 2008

TENDON is heading for ISPO China – Beijing for the third time

The winter season is in full swing and this is connected with preparation for winter fairs. One of the biggest fairs of this kind is ISPO China which will take place from 24 to 26 February 2008 in Beijing. The TENDON brand will be presented at this fair for the third time already, but this time TENDON will appear in a new and bigger stand which can be found in exhibition hall No. 4.

Last year, the exhibition was visited by more than twelve thousand visitors the majority of whom were owners of specialized shops and large companies.

## Product groups TENDON:

### MASTER

The absolute top of the line of our assortment – extremely light ropes with a small diameter and low weight, intended for daily use on artificial climbing walls, for the toughest sports climbing and for extreme ascents in the mountains. The latest technologies and experience of our development team were used by our development team for their production, so all of the ropes in the Master category come standard equipped with the TeROM electronic system. TEFLON® is used for impregnating the sheath and/or the core of the rope using the revolutionary TENDON NANOTECHNOLOGY method. Selected ropes are then equipped with SBS or Bicolour sheath construction. We have made MASTER ropes for all extreme climbers and demanding users.

### AMBITION

The most popular ropes in our assortment. Outstanding technical parameters, excellent handling and versatility predispose these ropes for frequent use for rock climbing and mountain climbing. Naturally, there is also a version designed for use on artificial climbing walls. Applying TEFLON® using the revolutionary TENDON NANOTECHNOLOGY method makes the absolute top-of-the-line impregnated ropes. Selected models of ropes are equipped with SBS or Bicolour sheath construction, which increases the utility of the product. AMBITION ropes are intended for all climbers who want to keep getting better and who enjoy climbing.

### TRUST

These are the most durable ropes in our collection. Their outstanding durability, long service life and high number of falls are properties making these the ideal ropes for use in rope climbing centers, mountain climbing schools, and schools for special climbing and rescue training. TEFLON® is used for impregnating the sheath and/or the core, and is applied using the revolutionary TENDON NANOTECHNOLOGY method. TRUST ropes are intended for total professionals who demand maximum safety and service life.

In the next issue of TENDON Info you can look forward to an article dealing with the rope TENDON 9.2 Master and an introduction of new POS materials.

Any questions should be sent by e-mail to [info@mytendon.com](mailto:info@mytendon.com) or by post to LANEX a.s., Hlučínská 1/96, 747 23 Bolatice, Czech Republic.