

PRESS RELEASE 1/2010

Embargo: released for immediate publication

Topic: Successful start of the sled dog racing season for metal working company GLA-WEL and their partner Emil Inauen

Excellent start of this year's sled dog racing season for metal working company GLA-WEL

Their partner Emil Inauen wins long-distance stage race La Grande Odyssée

Employees and management board of the metal working company GLA-WEL in Melle are more than happy about Emil Inauen's success. By winning in La Grande Odyssée (10 to 20 January 2010), Emil Inauen successfully kicked off the first conjoint racing season for both partners. The extreme athlete from Switzerland from the start controlled the race and finished first confidently. His wife and team partner Barbara Inauen came in on 10th position, beating the rest of her fellow female competitors. And that's not even it – the mushers were awarded with the Best Dog Care Award for treating their dogs especially fair and for keeping them outstandingly fit. Only at the end of last year both, GLA-WEL and Emil Inauen, had agreed on working closely together. For this reason, Inauen's dogs had been transported from their home in Norway to the race in France in a specialized GLA-WEL-trailer for sled dogs.

Melle, January 2010. Successful start of their first mutual mushing season for metal working company GLA-WEL and Team Swiss: Emil Inauen, professional musher from Switzerland, won the presumably hardest long-distance sled dog race in the world, his wife and partner came in as best female athlete of the race on position 10. For the first time in the history of the race, 2 teams from one kennel made it to the top 10!

That the sled dogs are treated very well in the Swiss kennel is proven by the prize it has been awarded with: the Best Dog Care Award. The dogs showed extreme fitness, for example, Barbara Inauen in her team installed 2 rather old dogs, counting on their race experience, one 9-year-old and one 10-year-old male. However, these two "oldies" almost effortlessly managed to keep up with their much younger team members.

„Looking at the athletic result, this has been a perfect start of our first mutual racing season – we are very happy for Emil and Barbara! That

they both were awarded with the Best Dog Care Award excellently proves that we are working with fair and genuinely professional athletes”, says Gerhard Welkener, one of the two company managers.

The winner’s comment to this is rather short and accompanied with a huge smile: „Our dogs love their new trailer and they are really comfortable in it. There is nothing else that needs to be said.”

Obviously, here are good requirements for more top results in the coming races.

GLA-WEL as an exclusive partner of Emil Inauen’s racing kennel, will be realizing all projects related to dog transportation and special outfittings in metal that may be required in the future. One emphasis will be on supporting each other in communication, advertising and PR. Joint PR-events will be organized to grab the media’s attention. In addition, close networking will be a center activity in the business relationship. All conjoint activities will be extensively documented on the respective partner’s homepages.

More information, pictures of the race and photos of the trailer at: www.gla-wel.de.

The official LGO homepage shows a widespread range of videos, photos and interviews all around the race: www.grandeodyssee.com.
More info on Emil Inauen: www.emilinauen.ch.

GLA-WEL GmbH is a medium-sized manufacturing and supply company that specializes in processing and forming of stainless steel and aluminium. Since its foundation in 1996 the company has, under its claim *edelstahl und aluminium in form* (*stainless steel and aluminium in form*), stood for manifold, innovative and high quality products in the metal working industry: www.gla-wel.de.

Text: © GLA-WEL GmbH, 3.200 signs / status 27 Jan., 2009

Company:

GLA-WEL GmbH
Friesenweg 8a
49324 Melle

Phone: ++49 / 5422 / 94 39 0-1

Fax: ++49 / 5422 / 94 39 0-9

E-Mail: info@gla-wel.de

URL: www.gla-wel.de

Press Contact:

Printing of text and photos is free of charge. The photographer’s names have to be stated as a source with each photo. Please address your voucher copies and press inquiries to

Marion Welkener

Telefon: ++49 / 5422 / 94 39 0-524

Telefax: ++49 / 5422 / 94 39 0-9524

E-Mail: mw@gla-wel.de