



(Nov 11, 2011: Minneapolis MN) **Start U.S.** [startskiwax.com](http://startskiwax.com) has selected **Evan Pengelly** as the new **Sales and Tech rep for the Midwest**. Evan has been racing for 20 years in the Midwest, as well as coaching and working in the Nordic industry for the past eight years. Evan is an accomplished racer, and waxer, with racing highlights including Champion of the 2008 & 2011 City of Lakes Loppet Classics, and 2010 Mora Vasaloppet 42km Classic. Evan has also been a coach for Go!Training ski club whose athletes have included numerous State & Junior National Champions, and Olympic athletes. Evan will also represent ONE WAY in a similar capacity. Evan has just returned from Finland where he received extensive Start product training.

Evan states, "I am excited to introduce myself as the new Start (and ONE WAY) sales and tech rep in the Midwest. Start has what many insiders consider the most refined and complete wax line in existence, and with the introduction of their SD3 pole they now also have a pole for every skier as well. With [Q-Outdoor](#) offering Start product fulfillment from Minneapolis we can get the perfect Start product to the dealer and skiers every day. I am very excited to help re-launch the Start line in the Midwest as these premium Finnish waxes are ideal for Midwest conditions and Midwest skiers who wish to spoil their skis and themselves!"

Evan will provide Start service and wax recommendations for numerous Midwest events including:

Como Championships	Dec. 26
Twin Cities Championships	Dec. 31-Jan. 1
Seeley Hills Classic	Jan. 14
Tour de Twin Cities	Jan. 21-22 and Jan. 28-29
Noquemanon	Jan. 28
City of Lakes Loppet	Feb 4-5
Mora Vasaloppet	Feb 11-12
American Birkebeiner	Feb 25



**Start product available to ski shops nationwide exclusively from Q-Outdoor.**

Start is a mainstay brand in many Midwestern Nordic shops. If you are a dealer that would like to begin, or continue, carrying Start contact Evan and he will assist you in select the most appropriate products. Prospective dealers may open a Q-Outdoor account through a basic dealer application, and then begin ordering Start. To set up a Q-Outdoor account please contact Evan directly at 651-470-5001, [evan.pengelly@gmail.com](mailto:evan.pengelly@gmail.com), or Joe Benedict, Q-Outdoor’s Midwest Sales Representative at 877-777-2572, ext. 1532, or [jbenedic@qbp.com](mailto:jbenedic@qbp.com). Q-Outdoor dealer applications are also available on Q-Outdoor.com. Additional Start product questions can be answered by Evan or Start’s brand managers at 406-585-2660 or [start@endurance-enterprises.com](mailto:start@endurance-enterprises.com).

**About Start**

Start is the principle brand of Startex Oy a private company enjoying its 30th year of delivering industry changing product solutions for ski enthusiasts. Famous for its premium waxes including Start Green, Grip Tape, Tar Kickers, and Nano Fluor waxes, Start’s comprehensive product line is developed with the highest grade raw materials and manufacturing methods to deliver premium new waxes, and now poles, every year. All skiers, from beginners to world cup winners, should enhance their winter enjoyment with Start’s premium products.

Learn more at [startskiwax.com](http://startskiwax.com) , [Start on facebook](#) and at the [Start Now Finish Faster](#) blog.

***Spoil Your Skis and Yourself with Start***

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