

Welcome! Here you will find the latest news and information from Polygiene. Get updated on new, up-and-coming brands, find inspiration on sustainability and discover what is going on in the fast-growing markets around the world.

## Hook and Bullet Market on the Rise Globally

**The hunting and fishing category is growing worldwide and we are partnering with a number of these hook and bullet brands in Europe, the US, New Zealand and Australia.**

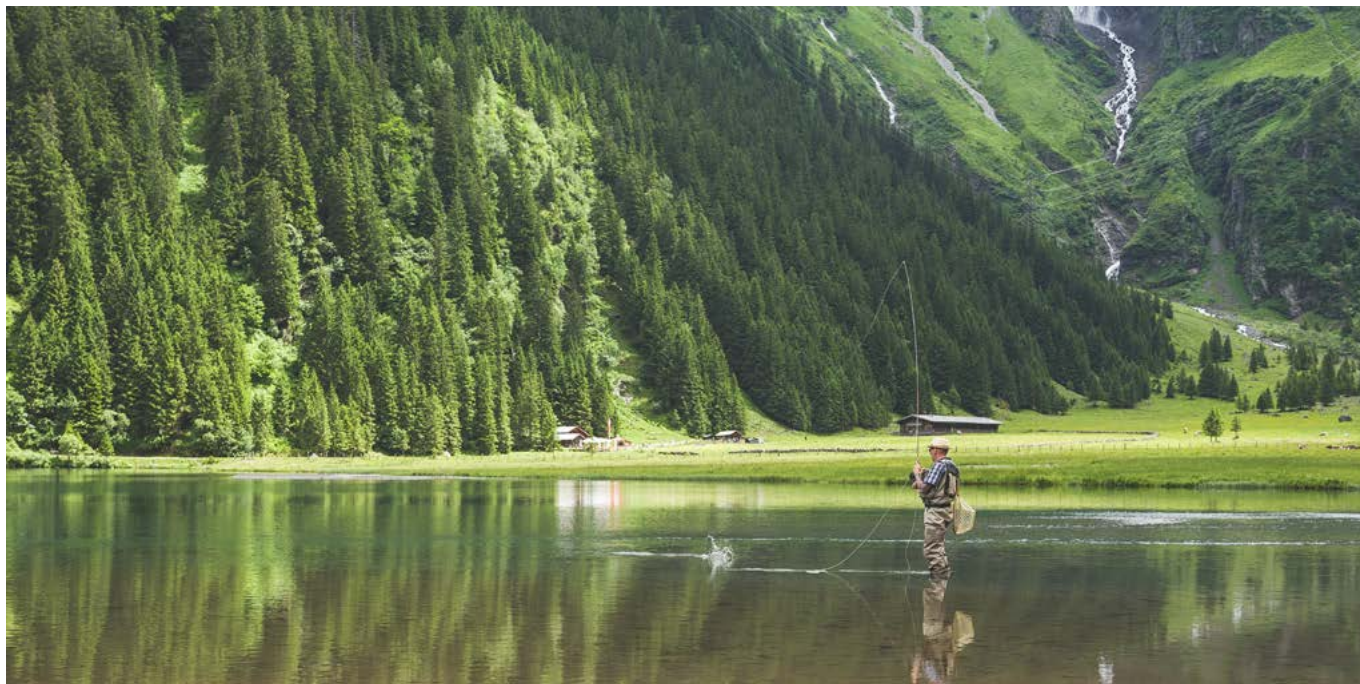
The permanent odor control of Polygiene is an advantage in terms of getting all-day freshness during long hunting and fishing days, with no need to carry more than just the essential equipment. Our odor control also diminishes the human scents that are likely to reveal the hunter to the animal.

New brands include the Swedish brand *Härkila* and *Seeland* from Denmark, *TUSX* and *Stoney Creek* in Australia/New Zealand, as well as *Orvis*, *Simms* and *Cabela's* in North America.

The outdoor and fly fishing brands *Orvis* and *Simms* introduced Polygiene odor control in their collections at iCast July 2017 in Orlando, the worlds biggest fly fishing fair.

The largest name in the hunting industry is the US brand *SITKA® Gear*, owned by W.L. Gore & Associates Inc, which has been our partner for several years.

The hunting and fishing brand *Cabela's* was bought by the North American brand *Bass Pro* this year, a giant in the segment Hook and Bullet. *Cabela's* will grow significantly next year with over 300 000 pieces of garments and accessories with Polygiene – from pants and shirts to baselayers and beanies.



## Partners

### Polygiene in “Training Gear” Performance Collection by adidas and N.E.R.D

N\*E\*R\*D with Pharrell Williams and his bandmates celebrates their comeback and new record with the “Training Gear” performance collection with *adidas* featuring pieces with Polygiene Stays Fresh Technology. The collection with prints made by Korean artist Buzcha was released 6th of November and will be featured in music videos, as well as throughout the band’s tour.



LISTEN TO THE FIRST NEW N.E.R.D RELEASE “LEMON” (FEATURING RIHANNA). [CLICK HERE](#)



BUNKER MENTALITY DOES THE POLYGIENE TEST, [CLICK HERE TO SEE](#)

### Bunker Mentality – the New Modern British Golf Brand

with the spot-on name is turning the industry on its head with loud prints, technical fabrics, athletic fit and a business model that puts the choice in the consumer’s hands and out of the golf shop’s.

See Brian Mair from *Bunker Mentality* take the Polygiene Challenge dressed in the Cmax Big Spot shirt. He spent over two weeks and 55 miles without washing with excellent odor control results.

### System of Motion – Polygiene in Contemporary Tailored Fashion that is Made for Movement

*System of Motion* is a contemporary London-based brand setting new standards for classic womenswear. Using Polygiene Stays Fresh Technology, their tailored shirts produced in Europe feel fresh and stay crisp all day long – perfect for cycling to work or business travel. Shirts also wick moisture and are iron-free, designed for women on the go, who will no longer have to choose between style and comfort.

### TMF – Best-In-The-World Cycling Pads

The best chamois in the world come from Italy and TMF Quality Cycling Pads. We are proud that TMF is a long-time partner with Polygiene. They provide pads for best-in-class brands such as *Rapha* and *Pearl Izumi*, among others. As the cycling industry is growing and the pads are crucial for a good cycling experience, we are happy to see the number of partners increasing. [More about TMF.](#)

### Buff Professional Gear

*Buff* has included Polygiene in their Professional (Workwear) collection, designed for Chefs, Medical and Army teams. The products were nicely presented at the A+A workwear fair in Germany in October. To see the collection, [click here.](#)



LONDON-BASED SYSTEM OF MOTION DESIGNS TAILORED SHIRTS WITH POLYGIENE STAYS FRESH TECHNOLOGY. [SEE FULL COLLECTION HERE.](#)

### Polygiene Enters the World of Yoga with Korean Brand Andar

Andar is the Republic of Korea's leading brand of women's active-wear in the athleisure segment in practices such as yoga, pilates and zumba. These are fast growing segments of the market in Korea where the consumer demand for odor-control is growing as well as the fitness and yoga trends. Polygiene debuted in women's activewear in partnership with Andar in the Fall of 2017.

### Hanes brands Japan – Champion Athletic Wear Collection now with Polygiene

Hanesbrands Japan Inc. is now working with Polygiene to strengthen the brand's appeal to the consumers who wants more comfortable and functional wear. The Stays Fresh effect will be added to its iconic Champion 2017/18 Fall and Winter collection of athletic wear. Seventy different products for basketball, golf and training, as well as practice wear and socks will be treated with Polygiene Stays Fresh Technology. The added functionality is well-featured in retail with point-of-sale items, all to make consumers aware of the functionality of Polygiene.

### Olympus Desktop Dictation Device Stays Hygienic Thanks to Polygiene Technology

In July 2017 Olympus, the giant electronics corporation, launched a desktop dictation device called *Olympus RecMic II series* with Polygiene technology.

All devices come with an extra smooth UV-coating and silent buttons to reduce disturbing touch noises. The Polygiene treated surface meets all hygienic requirements demanded in this segment.

### Alibaba supported Chinese brand Particle Fever

Described as the first high-end designer sports brand in China, *Particle Fever* is pioneering this industry with insights on art, technology, culture and creativity. They work with key opinion leaders in China and have a very strong social media community. The company, founded in 2015, is backed up by investors from veterans of Alibaba, Goldman Sachs, IDG and Uber/DIDI. Polygiene is included in all menswear and unisex styles and will be added to the female collection shortly. Sales are mainly online, but also through luxury retail chain Lane Crawford and a first flagship store in Shanghai followed by a second one opening soon in Beijing. A future expansion to the US market is also on the agenda.



ANDAR, KOREAN YOGA AND ACTIVE-WEAR BRAND



CHAMPION ATHLETIC WEAR COLLECTION FOR BASKETBALL



PARTICLE FEVER, FRESH NEW BRAND FROM CHINA

## Media



### New Brochure in Japan

Increasingly, consumers in Japan are asking for odor control technology to be integrated into sportswear, shoes, lifestyle, protective wear and home design. As a follow-up to the YouTube campaign we ran in April and July, a short brochure with the key features of Polygiene was distributed to our partner brands. It was used in retail and also enclosed when sending out test garments to journalists and influencers. All of this was to raise awareness on Polygiene in the Japanese market.

### Digital – web site

The home page – [polygiene.com](http://polygiene.com) has been updated and we now have the website translated into a number of languages, including Japanese, Chinese (simplified and classic Mandarin) and Korean, as well as landing pages in both Portuguese and Turkish.

### Articles

Interview with Christian von Uthmann in the *Fibre2Fashion* digital magazine. [Full article here.](#)

Interview with Christian von Uthmann – Flowcrete and Polygiene® – A Successful Partnership Started a Decade Ago – [Full article here.](#)

Peter Sjösten was interviewed in the *Fashion Magazine Fashion BIZ*, Korea – [Full article here.](#)

## Events & Shows

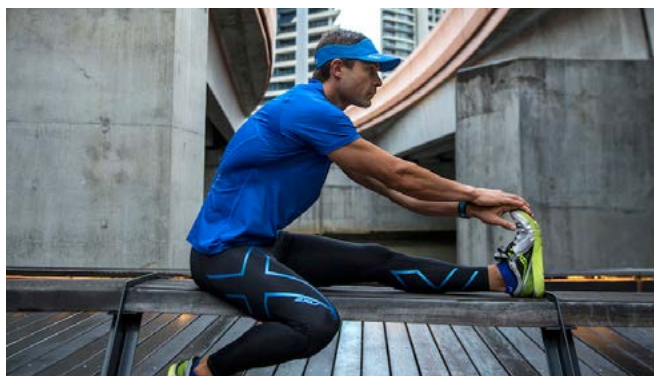
### What would you do with three extra days? La Sportiva and Polygiene Wear More. Wash Less® Social Campaign

During one month this summer, La Sportiva Italy ran a social campaign for European consumers to be entered into a drawing. The winners won a 3-Day trip to La Sportiva's headquarters in Ziano di Fiemme in Italy. The target was to bring awareness to La Sportiva consumers of the added benefit and value of using Polygiene® Stays Fresh Technology in their apparel collection. The campaign also highlighted the time saved by washing less and in-turn, spending time doing what you love, like running in the mountains.

The social campaign ran on Facebook, Twitter and Instagram received a high engagement rate. La Sportiva will do a blog recap of the event. In addition, the *Runner Magazine* from Germany will post editorial pieces on Polygiene and the La Sportiva Mountain Sky Race.



NICK BROSINAN FROM POLYGIENE WITH THE WINNERS AND THE LA SPORTIVA TEAM  
[READ MORE.](#)



[2XU \(TWO TIMES YOU\)](#) THE GLOBAL COMPRESSION COMPANY STAYS FRESH.

### Sales Training with the Australian Compression Technology Brand 2XU

2XU's Scandinavian Distributor in Göteborg and Oslo participated in the training. The Polygiene team reviewed the current European regulations. The meeting highlighted the importance of educating our partners both at launch and over time, so questions that might arise can be properly addressed. The Polygiene team included CEO Christian von Uthmann, Technical Director and PhD in Polymer Chemistry Bertil Ohlsson and Gunnar Bengtsson, the former General Director of KEMI (Kemikalieinspektionen – Chemical Inspections) for Sweden and a scientific advisor to Polygiene. Plans are to include more distributors in both Europe and North America, during next year.

### Warrior Global Sales Meeting

The European team was invited to present at the American hockey and lacrosse brand *Warrior's* Sales Meeting in October. The meeting took place at the Red Bull Akademie in Salzburg, as Warrior is the tricot and gear sponsor to the teams Red Bull Salzburg and RB Munich. Roughly 120 sales people from all over the world (Scandinavia, GAS, Australia, Japan, NA) joined the three day sales meeting. This was a great way of spreading the Polygiene message to the team, communicating directly to retail personnel.

### TITAS – Taipei Innovative Textile Application Show in Taiwan

As usual, Polygiene participated in TITAS, often seen as the most important innovative textile exhibition in Asia with focus on fashion, function and sustainability. Our Taiwanese representatives had a busy stand, resulting in several potential leads.

### Performace Days – November 8–9 in Munich

A continued strong brand presence at one of the industry's most important textile and technology fairs, with over 20 mills attending the show and a busy Polygiene booth. Polygiene also hosted a newly added *Wear More. Wash Less®* presentation by industry veteran Steve Richardson.

### Polygiene Nominated in DI Gasell

Gasell is the Swedish growth award for small and mid-sized companies hosted by the business media Dagens Industri. The regional ceremony was held in Malmö and the national winner was nominated in

Stockholm on December 5. Despite no final placement, the nomination showed the impressive growth of Polygiene in the last few years.

### Outdoor Retail Media Event in Deer Valley in August 2017

This was the final OR Summer Tradeshow in Salt Lake City, Utah. Polygiene hosted journalists and bloggers from seven media outlets to test Polygiene product on the mountain bike and trail running trails of Deer Valley, Utah. The event kicked off with a dinner and Polygiene presentation. Day one was filled with mountain bike rides at Deer Valley (with our partner *Maloja*), and day two the focus was on trail running training on the trails behind the house, with our partner Salomon as a co-sponsor.

The media included was: *Outside Magazine, Colorado Yoga, Life Magazine, Geat Patrol, Gear Junkie* and *RedBull Media House.*



# Wear More. Wash Less<sup>®</sup> with Steve Richardson

## **Wear More. Wash Less<sup>®</sup> Seminar at Performance Days in Munich with Speaker Steve Richardson on Sustainable Textile Use.**

In 2014 Steve worked alongside Polygiene in establishing a consumer study showing how reducing one wash load per week will, over the course of a year, save you time, energy and water, and have a major environmental impact. This was concluded in the Polygiene tagline Wear More. Wash Less<sup>®</sup>. The presentation addressed the metrics and research that went into the study and brought more light to the environmental impact of the garment industry and how through certain technologies, our impact can be mitigated.

Steve Richardson is the former director of Materials Sustainability & Innovation at adidas as well as director of Material Development at Patagonia. He is currently involved in conducting life cycle assessments with the goal of establishing environmental impact metrics to enhance future material selection and innovation. As this is fully in-line with the Polygiene Wear More. Wash Less<sup>®</sup> tagline, it was natural for us to sponsor the presentation. With our natural and permanent Stays Fresh technology, we make it possible for you to wear your garment multiple times, which cuts your laundry time and helps conserve water.

Next presentation will be at ISPO 2018, January 28–31.

## **New Book “Älska att svettas” – “Love to Sweat”**

A new book on the topic Wear More. Wash Less<sup>®</sup> with the title “Love to Sweat” just arrived fresh from the printer last week. The aim with the book is to give a general view on sustainability in the textile and garment industries and raise awareness on what we as consumers can do to act in a sustainable way on a daily basis. In the end of the book there is a FAQ on Polygiene. The book (today available in Swedish) is edited by the author and CSR specialist Per Grankvist, with a focus on corporate sustainability and ethics, and with several well-known books on the subject in his portfolio. Gunnar Bengtsson, our scientific advisor, has also contributed with his input. You can also find a chapter about Steve Richardson and Wear More. Wash Less<sup>®</sup> in the book.

The book was launched in Stockholm in November and in Malmö in December where journalists, financial analysts, brands and retail were invited. Separate clinics will be held in select stores next year.

To order a book, please e-mail: [marketing@polygiene.com](mailto:marketing@polygiene.com)



POLYGIENE'S "LOVE TO SWEAT - A GUIDE ON HOW TO WASH LESS"



## **Seasonal Greetings and a Happy New Year from Polygiene!**

We hope you have some relaxing days with family and friends ahead, and we also look forward to a new and prosperous year with you all!

Thanks for reading! For more news and information:

[polygiene.com](http://polygiene.com)

[ir.polygiene.com](http://ir.polygiene.com)

## **Calendar**

**ISPO sports fair** Munich, Germany, Jan 28–31, 2018

**Outdoor retailer** Denver, CO, Jan 25–31, 2018

**Year End Report Polygiene** February 28, 2018

**Interim Report Polygiene** January–March, May 4, 2018

**Do not forget to sign up to receive reports and News!**

<http://ir.polygiene.com/en/press/subscribe/>

