



NEWS FOR AUTUMN 2018 · UPDATE ON WHAT'S NEW IN THE MARKET

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.

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A fresh start for Nutrl

NORTH AMERICAN PARTNER NUTRL SELLS FRESH BATH TOWELS WITH POLYGIENE STAYS FRESH TECHNOLOGY® HIGHLIGHTING A SUCCESSFUL KICKSTARTER CAMPAIGN

The founders of Nutrl got tired of towels that leave a musty and mildew scent after being used. Hence, the US based company decided to develop a quality towel that stays fresh, wash after wash and shower after shower.

A partnership with Polygiene solved the odor control functionality concerns and the use of American Supima® cotton elevates the quality and softness you notice right away upon receiving a Nutrl towel. The towels are Oeko-Tex certified and come with a 100 day odor-free guarantee, along with a promise that the farms, mills and workers

who make the towels match Nutrl's high quality and social standards. The Polygiene team is excited to be part of this unique product offering to the home textile market in the US.

The towels have been reviewed in a number of renowned magazines such as *Real Simple*, *allure*, *Digital Trends*, *design milk* as well as by users who highlight the value of a soft, durable towel that stays fresh. Please see below.

www.nutrlhome.com
[Kickstarter film](#)

Partners

Arys Lifestyle brings functional fashion from Berlin as new Polygiene partner

Winner of the coveted ISPO Gold Award in 2018 for their Perfect Pillow Coat, Arys is designing pieces for women and men that fuses functionality with fashion. Designed in Berlin, made in Europe, the upcoming Autumn/Winter 18/19 collection will include several Polygiene treated products such as the Sculptured Track Jacket. In order to add an extra value to their customers and to create an essential every-day-piece, Arys is perfecting this jacket with the Polygiene Stays Fresh Technology. The new collection will be available via Ary's e-commerce platform, key retailers and additionally, their own upcoming stand-alone store in Berlin.

[Read more about Arys new collection](#)



ARYS SCULPTURED TRACK JACKET STAYS FRESH SO USERS CAN WASH LESS.



AWARD-WINNING PROTECTOR BACKPACK FROM EVOC AND BASELAYER FROM AGU, BOTH WITH POLYGIENE STAYS FRESH TECHNOLOGY.

EVOC wins Eurobike Award for backpack Neo 16 l with Polygiene

The judges liked the concept of this new protector backpack with outstanding carrying comfort and maximum ventilation - awarding it for both design and function. EVOC's 10 Years of back protection technology experience led into the revolutionary Airshield protector concept, combining the highest standards in safety with a maximum in carrying comfort for ambitious enduro riding. It has 360° ventilation and the material for the hip wings and shoulder straps have been treated with Polygiene Stays Fresh Technology for ultimate carrying comfort and an increased lifespan of the backpack. [Read more](#)

Polygiene Stays Fresh functionality in Dutch bike brand AGU Everyday base layer

AGU develops bike wear specially designed to conquer the elements. No matter the weather conditions or ambitions, their product range features your perfect cycling outfit. Good clothing is essential if you want to ride your bike every day. The new cycling specific Everyday base layer can be worn throughout the entire year. The shirts are treated with Polygiene – an odor control treatment that prevents bad odours and also prevents bacteria from growing. [Read more](#)

NOMAD sleeping bags #originaladventures

The world is your playing field. Since you have many travel options these days, Polygiene partner NOMAD makes sure your gear is as flexible as possible. And with outdoor and city lifestyles blurring, NOMAD is at the forefront of introducing innovative features that are in perfect tune with this development.

NOMAD is a global brand and it was founded in The Netherlands roughly 40 years ago. This year, NOMAD is highlighting their innovative Orion sleeping bag series with Polygiene Stays Fresh Technology®. You do not have to wash the Orion or NOMAD 3D-polardown® sleeping bags that often as the lining has been treated with Polygiene. This prevents the growth of odor-causing bacteria and fungi at the source, for a lifetime guarantee. So wash less, use more and be climate smart.

[Read more about NOMAD](#)

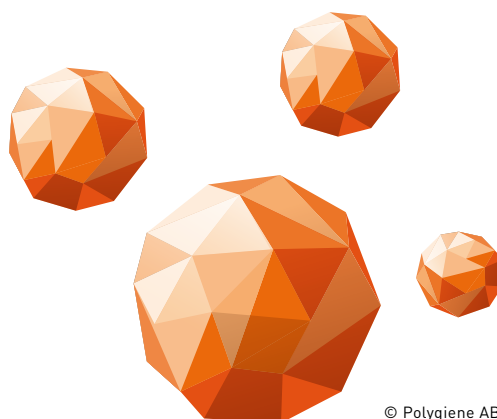


Polygiene extends its product range with new technology from Prebona

Prebona's patented technology encapsulates and breaks down odor caused by bacteria on a garment. Polygiene has to date focused on preventing odor by stopping the growth of bacteria on the fabric. Both technologies complement each other and enables Polygiene to expand the product portfolio and present a stronger customer offering to both new and existing customers," [Read more](#)

"Thanks to the innovative product from Prebona and the strong position of Polygiene in the global textile market we can present a strong odor control solution to leading brands in several segments of the industry"

ULRIKA BJÖRK, CEO POLYGIENE



© Polygiene AB

PREBONA'S INNOVATIVE TECHNOLOGY ENCAPSULATES AND BREAKS DOWN ODOR.



4 RUN PANTS FROM RUSSIAN REDFOX ARE PUT TO THE TEST BY MULTISPORTERS.

RedFox team athletes love Polygiene Stays Fresh Technology when multisporting

Russian high-end sports brand, Redfox has a team of athletes that put their products to the test in many different areas – the packs, tents, sleeping bags and garments ranging from baselayers to storm jackets are tested in tough conditions, by multisporters and runners.

Varvara Shikanova, multisporter on the RedFox team says:

"When I first put these pants on, I fell in love with them. The fabric they are made of is soft and elastic. 4Run pants are light, but warm enough for training. After almost the whole day of running in the mountains they stayed odor-free and good-looking. That is important for me that they fit well, so you may be in good looks even when training or when you go in for sports".

The 4Run pants is among one of the RedFox items with Polygiene Stays Fresh treatment, you will also find baselayers and pullovers.

[Read more about Redfox](#)

Evezary home fashion in Korea run in-store campaign and TV home shopping

Our partner Evezary, the no 1 high-end home fashion brand in Korea with over 50% market share and over 450 stores, is running a campaign promoting bedding with Polygiene Stays Fresh functionality. Sales via TV shopping channels is common in Korea and the campaign is run in the GS Home shopping channel, which is part of the LG Biz Group. [Read more](#)

New partner, Taiwanese outdoor brand Litume

Operating through Taiwan's outdoor stores, Litume is starting with a collection of baselayers for the entire family with Polygiene Stays Fresh Technology and plans to extend the range of Polygiene treated garments and accessories in the coming seasons. Litume, as one of Taiwan's key outdoor brands, has a strong design and functionality focused approach and is deeply concerned about climate change. That is why the brand focuses on minimizing its environmental footprint. For this reason and its strong functionality, Litume has chosen to include Polygiene as its newest fabric odor-control technology.

[Read more about Litume](#)



KOREAN EVEZARY RUNS IN-STORE AND TV HOME SHOPPING CAMPAIGN.



SOCKS FROM TRAVELER, URBAN FASHION WEAR FROM TAIWAN, STAY FRESH.

The sock segment is growing

Polygiene partnering with Pumchang, one of the largest sock suppliers in Korea

The new Korean partner is supplying socks to a large number of high-end sport and lifestyle brands globally and we see a significant growth potential ahead. The projects starts with an initial order of 200 000 pairs of socks and a forecast of higher volumes the coming year. [Read more](#)

Traveler, Taiwan's most iconic and respected urban fashion brands, extends its Polygiene treated collection.

With Traveler there is an ongoing sock line expansion, for fall and winter 18 the product category will be widening and volume increase is planned for Spring and Summer 19. [Read more](#)

Events & Shows

The Gran Trail Trangoworld – Record “number” of runners in the tenth edition of this scenic trail running event

Our long-time Spanish partner brand, Trango World hosted the tenth Gran Trail Trangoworld in Benasque (Huesca) in July. All 3 700 runners enjoyed the Polygiene® Stays Fresh Technology in the official race T-Shirt during a weekend of trail running and alpine racing in the unique setting of the valley of Benasque and the Aneto-Posets massifs.

[Read more about Trangoworld](#)



GRAN TRAIL TRANGOWORLD RUNNERS IN RACE T-SHIRTS WITH POLYGIENE.

Photo © Javier Barahona 2018



NEW BEIJING STORE FOR HIGH-END DESIGNER SPORTS BRAND, PARTICLE FEVER.

Chinese partner Particle Fever opens second flagship store in Beijing

On June 3, Particle Fever's flagship store opened in Beijing, the second store after the Shanghai flagship store. Described as the first high-end designer sports brand in China, Particle Fever is pioneering the industry with insights on art, technology, culture and creativity and is an important partner when entering the high-end Chinese sport and lifestyle market. [Read more](#)

Polygiene nominated for fashion tech prize

Nomination in fashion tech category, Encouragement for Action 2018 award, Stockholm Fashion Week in August. [Read More](#)

Polygiene Calendar 2018

Polygiene presence at shows and events Summer 2018

- OR @ Denver, Colorado in July – Polygiene had own branded booth space and meeting area for the first time. Positive response and strengthened position as the leading branded odor control technology in the North American market.
- Outdoor @ Friedrichshafen in June
- London Media Showroom in July
- Performance Days @ NYC, first event in New York, in July

Polygiene Autumn/Winter calendar 2018

- September 19-20 – European Outdoor Summit, Malmö
- October 16-18 – Titas, Taipei Innovative Textile Application Show
- November 08, 2018 – Interim Report Q3 2018
- November 28-29 – Performance Days, Munich
- December – News Winter 2018



Polygiene
STAYS FRESH