ColdZyme launches “Don’t Wait” campaign with Truls Möregårdh

A partnership that began with personal use now becomes a major consumer campaign in Sweden

Enzymatica today launches “Vänta inte” (“Don’t Wait”), the first major ColdZyme consumer campaign developed as part of its three-year partnership with Swedish table tennis star Truls Möregårdh. The partnership was announced earlier this autumn. But the story behind it started much earlier: before there was a contract, a campaign or a camera, ColdZyme had already made its way into Truls Möregårdh’s match bag. Exactly who put it there first, however, depends on which Möregårdh brother you ask.

The three-year partnership was announced on 28 October 2026, when Truls Möregårdh also acquired warrants at market value under Enzymatica’s 2026/2029 incentive programme. Read the previous announcement here.

A family dispute that predates the partnership

Truls Möregårdh and his brother still disagree about which of them discovered ColdZyme first.

“My brother will definitely tell you that he discovered ColdZyme first. I’m not sure I’m prepared to give him that victory. But we were both using it long before there was any conversation about me becoming an ambassador,” says Truls Möregårdh.

“There are things Truls is better at than me. Remembering who introduced ColdZyme to whom apparently isn’t one of them. I was first. He can challenge me on that one too,” says Malte Möregårdh.

Whoever eventually wins the family dispute, the product came first. The partnership came later. Now, “Don’t Wait” takes that relationship into its next phase.

From personal habit to “Don’t Wait”

Rather than starting with Truls Möregårdh’s achievements at the table, “Don’t Wait” starts with something much more familiar: the first signs of a cold, just when there is something you really do not want to miss.

For an elite athlete, that might be training, a competition or the next flight. For everyone else, it could be work, a trip or plans with friends and family.

“Truls Möregårdh was already using ColdZyme and had a genuine connection to the product before our partnership began. ‘Don’t Wait’ allows us to build on that authenticity while addressing a moment almost everyone recognises: when you first feel that a cold may be on its way,” says Sana Alajmovic, CEO of Enzymatica.

A broader investment in ColdZyme

The campaign launches on 23 November with a 20-second hero film featuring Truls Möregårdh, supported by shorter video and social-first content. Further activity is planned throughout the 2026/27 cold season.

"This is an important investment in ColdZyme in our home market. The ambition is not simply to launch a campaign in November, but to establish a platform that we can build on throughout the cold season and over time," says Sana Alajmovic.

Watch the new "Don't Wait" campaign film with subtitles: LINK TO CAMPAIGN FILM

About the partnership with Truls Möregårdh

The three-year collaboration builds on Truls Möregårdh's existing relationship with ColdZyme, which was part of his routine during training, competitions and international travel before discussions about an ambassador partnership began.

"I want to work with companies and products I genuinely use and believe in. ColdZyme was in my match bag before we started discussing a partnership. When I got to know the team and the ambitions behind the product, I wanted to be part of the journey," says Truls Möregårdh.

About ColdZyme

ColdZyme is a mouth spray that forms a protective, moisturising barrier on the mucous membrane of the mouth and throat. ColdZyme is intended to treat and alleviate common cold and flu-like symptoms and is a CE-marked Class III medical device under Regulation (EU) 2017/745.

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About Enzymatica AB

Enzymatica AB (publ) is a Swedish life science company that develops and sells products for the treatment and relief of infections and symptoms affecting the upper respiratory tract. The company has developed a proprietary barrier technology based on a marine enzyme, which forms the basis of its lead product, ColdZyme®. Enzymatica is headquartered in Lund, Sweden, and its shares are listed on Nasdaq First North Growth Market. Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Image Attachments

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