



Polygiene®
STAYS FRESH

Polygiene News

June 2020

Dear member of the Polygiene family!

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.



Pandemic sustainability – building the brands of tomorrow

Sustainability has long been a central theme in our industry. Broadly we have two categories: environmental sustainability and social sustainability. The first has to do with the planet. The second with humans – as employees and production staff, as well as fellow human beings. Now we need to add a third concept – Pandemic sustainability.

Read on and we will share a bunch of concrete tips with you!

[Read more](#)



ViralOff
POLYGIENE TECHNOLOGY

Global Press Conference – ViralOff®

Polygiene will host a global press conference to present the launch of ViralOff® technology and the benefit of working with the global leader in odor control and stays fresh technologies.

The date is set for June 30th at 12:00 CET.
More details to register and join to follow.

Did you know how Polygiene started?

- After the SARS epidemic outbreak in 2004, demand for antiviral and antibacterial treatments was rising.
- Polygiene was established in 2006 after scientists and technicians at the Swedish chemical company Perstorp came up with new solutions.
- The main focus, in the beginning, was hard surfaces and materials for hospital environments. The treatment effectively killed harmful bacteria and viruses.
- This year Covid-19 has changed the world. Therefore, we rapidly went back to our roots in the healthcare sector and learnings on combating viruses. In April 2020, we launched a new product – ViralOff®, a Polygiene technology.



Polygiene now working with iconic brand Royal Enfield

We are partnering with Royal Enfield Apparel to create a new range including helmets, t-shirts, balaclavas, neck- and headgear, riding jackets and gloves, etc. A number of items including headgear was launched in May with a combination of

Polygiene® Biostatic and Odor Crunch stays fresh technologies, that stops the growth of odor causing bacteria and makes products feel fresh and clean in all conditions and environments. More products will be added in the coming seasons, both from the protective and lifestyle lines. Together with Royal Enfield we also help spread the important message of #REGearUp, where Royal Enfield riders show the public that they can use Polygiene treated neck- and headgear to protect their faces during the Covid-19 pandemic.

[Read more](#)



The Royal Dutch Horse Association jumps on an offer from Horka with Polygiene Odor Crunch

Family business Horka International, a well-known equestrian sports brand since 1956, is the official supplier of Team & Fan clothing for the Royal Dutch Horse Association (KNHS). The National teams of equestrians & national talents deliver top performances at the highest level and they can expect top-quality performance from their outfits. Next to assuring a perfect fit and choosing technical fabrics, Horka has now incorporated Polygiene Biostatic stays fresh technology with Odor Crunch into their polos and zip jackets. This anti-bacterial treatment of the fabrics prevents perspiration odors and Odor Crunch inhibits odors from the surroundings and leaves clothing fresh longer. Horka has had a longstanding history with Polygiene and

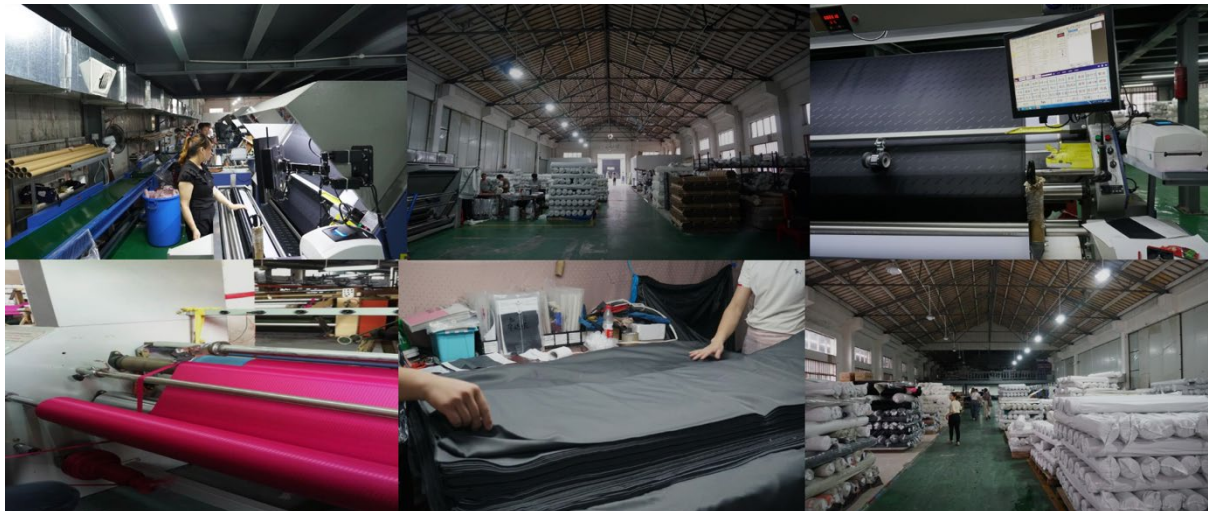
including Polygiene Odor Crunch in their clothing will continue to be part of their competitive edge. Horka's expertise in product development and incorporation of the latest technical features guarantees the ultimate performance for the equestrians and their outfits.

[Lean more](#)



New website - get the full story

Here we go through what we do, why we do it and how it all works. You can get hints on where to buy Polygiene treated items – like garments and facemasks, just to mention a few. Your questions will be answered in our Q&A's and you will get to know our new star ViralOff®. [Browse now](#)



Polygiene bags Shinsung – leading manufacturer of branded handbags – for ViralOff treatments

Shinsung makes bags and bag linings for leading global brands such as Marc Jacobs, Giorgio Armani, Coach, Gucci, Marimekko and many more. Branded bags are highly valued possessions that are held and touched continuously, while at the same time being something you can't simply wash. With the ViralOff® treatment, it will inhibit viruses and bacteria on the materials. Also, with less need to wash, less microbial damage over time, as well as general freshness, treated bags will last longer. An expensive quality bag could change hands in the vintage market many times before being discarded.

“Once again we break new frontiers in fashion”, says Ulrika Björk, CEO of Polygiene. “Fashion is rapidly moving toward pandemic sustainability – taking the steps we have to take for the future. It is great to see Shinsung, with so many excellent brands on their client list, spearhead this in handbags.”

The initial order is worth around 3.6 MSEK over the next 24 months.



Danish sock company with noble vision

Danish company Briga is on a heartfelt mission to change the textile and fashion industry by promoting slow and conscious living. Their socks are made with care and attention to detail in Kaunas, Lithuania. Moreover, the production is GRS (Global Recycled Standard) and OEKO-tex certified. The company embraces an honest and transparent business ethic. Briga partnered with Polygiene® to save water, energy, personal time, and most important of all, to extend the lifetime use of their socks. Briga is Bosnian for being compassionate. The name is inspired by one of the co-founder's mom, Diana. A former refugee, forced to leave family and friends behind and suddenly faced with the burdensome task to build a new life. Diana was adamant that if she stayed true to her core values and purpose - everything would work out. Diana's core value: Briga

[Learn more](#)

Have a nice, relaxed, and hopefully sweaty, summer. And take care of each other!

