

Polygiene springs into action as trade show season kicks off

(March 13, 2023)

Polygiene® lines up a busy March and April at leading textile and hard surfaces trade shows around the globe.

Polygiene®, the global leader in antimicrobial and stay fresh technologies, will exhibit at fairs in the USA, Germany, and China to present its leading Freshness and Product Protection technologies and spread its “For Mindful Living” brand message.

[Performance Days](#) in Munich, Germany, kicks off proceedings on March 15th-16th. The fair has been the leading sourcing fair for high-performance functional textiles and accessories for over 15 years. Polygiene has exhibited since 2008 and was one of the original partners at the show’s inception. At the fair, Polygiene will reveal a new consumer after-care partnership and the brand’s recent Life Cycle Assessment with Sweco®. The assessment showcases the big environmental benefits associated with using Polygiene StayFresh™ in garments and skipping every other wash.

Discussing the event, Global Category Director, Markus Hefter said, “the team at Polygiene Group are very pleased that the increasing importance of sustainability is directly in line with our overall “For mindful living!” message and is now being addressed even more collaboratively within the industry. We are firmly convinced that inter-industry collaborations are the right approach and look forward to developing new long-term partnerships.”

Performance Days: Booth 102, Hall A1

In Portland, OR, USA, Functional Fabric Fair will run from the 4th-5th April. The fair has quickly become one of the leading sourcing fairs for high-performance functional textiles and accessories in North America. The Portland, OR fair is one of three fairs held in the US over the course of the year and, as in Munich, Polygiene will highlight the new consumer after-care partnership and the brand’s recent Life Cycle Assessment with Sweco®.

Functional Fabric Fair: Booth 104

New on the trade fair lineup, Functional Textiles Shanghai will be held in the eponymous city, Shanghai, China, on April 10th-11th. Accommodating in-person attendance for the first time, the fair will support the vibrant, innovative, and influential textile community in this part of the world.

Functional Textiles Shanghai: Booth E10

To round-out the fairs, Polygiene will present its industry-leading expertise in the Product Protection category at the ChinaPlus Fair in Shenzhen, China on April 17th-20th. It is the world’s leading plastics and rubber trade fair and an excellent chance to engage with an international audience. Global Category Manager, Chenyan Sun, explained the event’s importance to Polygiene. “We are thrilled to exhibit at ChinaPlus for the very first time. We

always love to collaborate and mix with a wider audience in China. It is a great opportunity to share our message and we can't wait to meet both our new and existing business partners in Shenzhen.”

ChinaPlus Fair: Booth 10P43

For contact information for the above fairs, please reach out to the below.

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