

**PRESS RELEASE**

Malmö, Sweden, September 27, 2021

## Creating sustainable products through chemistry – webinar hosted by Habit and Polygiene on September 30

Scandinavian fashion trade magazine, Habit and Polygiene will hold a webinar “Creating sustainable products through chemistry” on September 30 at 10.00-11.00 CET.



Polygiene seeks to inspire the fashion and textile industry to become more sustainable by offering technologies for textiles to stay fresh for longer - radically reducing the environmental impact.

*We want to change the way we view products – from fast consumables to durables.*

- Daniel Röme - Chief Technology Innovation Officer, Polygiene, together with Andreas Holm - Chief Commercial Officer, will discuss how sustainability works with chemistry
- Polygiene partner Danish brand Mos Mosh will talk about what sustainability means to them when creating timeless apparel
- Polygiene CEO Ulrika Björk will conclude with a discussion about the challenges of ingredient branding accompanied by Tomas Vucurevic, one of the leading experts in the field

Habit’s editor in chief Kajsa Åström will moderate with a Q&A session after each discussion.

Please note that the presentations from Mos Mosh, Ulrika Björk and Tomas Vucurevic will be held in English, the rest of the webinar will be held in Swedish.

[To register for the webinar:](#)

Welcome!

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**About Polygiene**

As the world leader in stays fresh technologies, we want to change the way we view products – from fast consumables to durables. We treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 300 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, we now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: [www.polygiene.com](http://www.polygiene.com).