

**REGULATORY PRESS RELEASE**

Malmö, Sweden, October 16, 2020

## **Polygiene goes to bed with BEDGEAR®, inhibiting microbes and hence the need to wash bedding**

**BEDGEAR® is a US leader in bedding. Together with Polygiene they now announce the new Germ Shield® Protector that incorporates a lab-tested anti-microbial technology that inhibits 99% of microbes and germs. This is part of BEDGEAR's longstanding commitment to provide sleepers with clean, and safe products that deliver a healthy sleep environment. Central to the Germ Shield Protector is Polygiene's proven technology that suppresses the build-up of germs, bacteria and odor.**



“Consumers do have a heightened awareness for a better, more hygienic sleep environment because of the COVID-19 pandemic,” said Eugene Alletto, BEDGEAR’s CEO and founder. “However, both BEDGEAR and Polygiene do not want to take advantage of consumers’ fears with unsubstantiated claims. Both companies emphasize science, truth and transparency.

Polygiene uses the best functioning technologies that are Bluesign® certified, which means they meet strict independent environmental and product life cycle standards. They also hold an Oeko-tex® certificate that guarantees the absence of unhealthy chemicals.

“Polygiene firmly believes in data, science and genuine research and will always be a reliable and trustworthy partner in every sense,” said Ulrika Björk, CEO of Polygiene. “Polygiene’s technology with BEDGEAR’s Germ Shield Protector safely neutralizes seasonal infections, germs and odors”, she concludes.

“Both BEDGEAR and Polygiene are the premier brand offerings within their industries and I just cannot imagine a more ideal partnership. Polygiene is honored to have been selected by BEDGEAR as a trusted partner”, states Bobby Howell, Commercial Director Polygiene North America

Other bedding manufacturers are focusing on applying an anti-microbial topical treatment just to their mattresses. BEDGEAR’s Germ Shield Protector is one bedding layer closer to the sleeper because it is placed over a standard mattress protector, which directly lays on top of the mattress, resulting in a cleaner and healthier sleep environment.

The partnership is an exclusivity with an order estimate worth approximately USD 500 000 annually for Polygiene.

#### About BEDGEAR®

BEDGEAR offers mattresses, pillows, sheets, blankets, pet beds as well as travel, kids and baby products that often feature removable and washable covers to maintain a clean and healthy sleep environment. BEDGEAR is represented in more than 4,000 retail stores across the globe and has earned more than 220 U.S. and worldwide patents, trademark registrations and pending applications. Sleep Fuels Everything®! Learn more at [bedgear.com](http://bedgear.com).

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For press images and more information, visit [ir.polygiene.com](http://ir.polygiene.com) or contact: Ulrika Björk, CEO, [ubi@polygiene.com](mailto:ubi@polygiene.com), +46 70 921 12 75

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#### About Polygiene

As the world leader in stays fresh and odor control technologies, we want to change the way we view clothes - from fast consumables to durables. We treat clothes, home products and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 140 global premium-brands have chosen to use the Polygiene brand with their products. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: [www.polygiene.com](http://www.polygiene.com). Erik Penser Bank AB acts as its Certified Adviser. Phone: +46 8- 463 83 00, e-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se).