

PRESS RELEASE

Malmö, Sweden, October 1, 2021

Eva Doll joins Polygiene as Customer Experience Manager for EMEA

Eva Doll (Schlangenotto) has an extensive experience from the Sport and Outdoor industry with a broad network in the international sports world and overlapping business segments. She joins Polygiene with a solid background as a freelance editor and content creator for a number of sport brands, sport publications and news platforms, coupled with the role as Director of ISPO BIKE and Community Manager for Outdoor, Ski/Snowsports, Textrends and Bike for ISPO at Messe Munich during her over 10-years of experience within the ISPO team.



She joins the EMEA team in Germany 1st of October and will be in charge of the customer experience journey both from a commercial and marketing point of view.

“For me, ingredient brands play a very special role in the industry: Many innovations and new impulses originate from them, they are networked with totally different international brands from a wide variety of industry segments and thus also have a far-reaching perspective and linking role in the market. Polygiene as the leading brand for stays fresh technologies is a good example of that, plus they have the charm and character of a Swedish brand - I am very excited about my new role here”, says Eva Doll.

“With Eva Doll as well as Markus Hefter joining, we are strengthening our team in EMEA with solid experience from the industry and a broad network. This to develop further growth and continue to build the Polygiene brand in this important region”, says Ulrika Björk, CEO Polygiene.

Press contact

Ulrika Björk, CEO, ulrika.bjork@polygiene.com, +46 (0)70-921 12 75

Kristina Kruhsberg, press officer, kristina.kruhsberg@polygiene.com, +46 (0)70-816 21 96

For press images, visit <https://news.cision.com/se/?n=polygiene-ab>

Subscribe here to get reports, press releases and News newsletters
<http://ir.polygiene.com/en/press/subscribe/>

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.