

## PRESS RELEASE

Malmö, Sweden, June 1, 2021

# Hemispheres onboard with Biomaster antimicrobial protection

When Covid-19 took hold in 2020 one of the first precautions most airlines took was to remove inflight magazines from seat-back pockets. In fact, four of the top five U.S. airlines removed their traveller magazines. However a year on, Hemispheres - the award-winning inflight magazine, will soon be back onboard flights thanks to Biomaster technology.



Hemispheres is published by Ink Global and produced in New York and Miami. The magazine is circulated monthly and reaches 139 million business and leisure travellers annually.

Biomaster antimicrobial technology present within the paper coating continually works to prevent the growth of the micro-organisms, effectively reducing contamination levels on the surface. Surfaces treated with Biomaster protection are proven to reduce opportunities for cross contamination and provide an important second line of defence in addition to regular airline cleaning protocols.

In independent laboratory testing the UV cover coating used on Hemispheres magazine demonstrated a 99.99 percent reduction in microbes.

The magazine Editor-in-Chief Ellen Carpenter says: "We're excited to once again bring our inspiring content to flyers all over the world, safely."

Addmaster Marketing Manager Karl Shaw adds: "Passengers were understandably nervous about handling well-thumbed magazines, but a Biomaster coating makes paper products exposed to high-touch volumes more hygienic without affecting the appearance or performance of the paper itself.

In the aviation industry antimicrobial technology is also now being added to cabin surfaces including seating and wall cladding as part of their stringent infection control regimes."

For more information visit the [Hemispheres magazine website](#).

Additional partnerships of Addmaster and Polygiene in the flight industry:

[Press release MGR Foamtex Limited](#)

[Press release Muirhead and Scottish Leather](#)

**British Addmaster Holdings Limited is a wholly owned subsidiary of Polygiene since January 2021, with specialist skills within antimicrobial technology and hard surfaces. The company has a range of products for this kind of applications, found in consumer products, public spaces as well as in hospital environments and more.**

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#### **About Addmaster**

Addmaster (UK) Ltd is Europe's leading supplier of high performance, technically innovative additives to the plastics, textile, paper, paints and coatings industries. We provide additive masterbatches, liquid or powder dispersions for any application. Biomaster Antimicrobial Technology and Biomaster Protected are Registered Trademarks of Addmaster (UK) Ltd. Biomaster Protected products are tested to ISO standards and are proven to be effective against most common types of harmful bacteria and specific viruses including SARS-COV-2. Addmaster is a subsidiary of Polygiene. For more information about Addmaster or Biomaster Antimicrobial Protection email [info@addmaster.co.uk](mailto:info@addmaster.co.uk) or visit [www.addmaster.co.uk](http://www.addmaster.co.uk)

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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 200 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).