

**PRESS RELEASE**

Malmö, Sweden, September 30, 2021

## **Icepeak sportswear stays fresher for longer with antimicrobial technology**

**Finnish brand Icepeak Chinese subsidiary has become the latest sportswear label to partner with Polygiene®. Icepeak says it chose to work with Polygiene to enhance the performance and sustainability of its products.**



A number of styles in Icepeak's latest collections feature Polygiene Stays Fresh® technology. The antimicrobial technology inhibits the growth of odor-causing bacteria and stops the odor at the source, permanently, reducing the number of times a product needs to be washed, saving energy, time, money and not the least - the product itself.

Treated products range from children to men's and women's selections, including leisure stretch pants and shorts, as well as women's shirts and skirts.

"Icepeak is very committed to environmental issues and integrates innovative eco-friendly fabrics and sustainable scientific research technologies into clothing items, showing the infinite possibilities of environmentally-friendly fashion," the company states. The brand continues, "Polygiene's Stays Fresh technology prevents odor-causing bacteria and keeps garments fresh, so the products live longer, providing Icepeak customers with a more sustainable, eco-friendly option."



Polygiene's CEO, Ulrika Björk exclaims, "We are excited to launch with the Luhta Sportswear Company, one of the largest sportswear brands in Europe and believe our shared sustainability goals align very well of keeping apparel in active use longer and out of the landfill".

Icepeak is owned by the Luhta Sportswear Co, Finland's largest clothing group and one of the largest sportswear brands in Europe.

Icepeak has more than 200 stand-alone stores in 44 countries and mega flagship stores in Finland, the Netherlands, the UK, Germany and Russia. The brand also supplies more than 4,000 branded outlets throughout Europe.

The new products treated with Polygiene BioStatic™ Stays Fresh technology are available in stores and online in China.

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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).