

## PRESS RELEASE

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# Indian traditional garment kurti now available with Polygiene ViralOff technology

Igyne fashion, Indian producer of kurtis, western and semi western tops, as well as other typical Indian traditional garments, is launching their first kurtis with Polygiene ViralOff™ antimicrobial technology starting from summer season 2021. The products are distributed via web stores, general and own retail as well as wholesale covering all of India. Production will continue coming seasons, and volumes are planned to increase.



“We have chosen Polygiene ViralOff\* technology to add value to our different products. For us the sustainable approach of Polygiene plays a key role, as well as the reliable service and consistently high quality. We have seen an increased demand of products with antimicrobial effect during the pandemic, but also post-pandemic”, says Mr Abhay Dahale, founder of Igyne fashion.

“The potential is big for these types of garments commonly used across India, as well as the entire south Asia. Demand of antimicrobial textiles has increased during this tough time of the pandemic, and it has put Polygiene on the map in India. Additionally, we also see that our main business of Polygiene Stays Fresh technologies is coming back in the Indian market, that saw strong growth even before the pandemic”, says Ulrika Björk, CEO Polygiene.

The kurti originates from the traditional long tunic Kurta that was used in the past in northern India and has since developed to a tunic worn by women throughout south Asia. Women typically have several kurtis in varied materials for use at different occasions.

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*\*Polygiene ViralOff does not prevent diseases but protects the treated material.*

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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).