

PRESS RELEASE

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Mizuno China expands versatility of its products with Polygiene technology

Global sportswear brand Mizuno has begun a partnership with Swedish firm Polygiene® targeting the rapidly growing demand for durable and high-performance activewear in the Chinese market.



Several products from Mizuno China, including sweaters, jogging bottoms and down jackets, will feature the Polygiene Biostatic™ Stays Fresh technology. The partnership that is being launched in July, will see a number of items from Mizuno China for fall/winter 2021/22 treated with the technology.



Polygiene Biostatic™ Stays Fresh technology provides protection against body odors by inhibiting the growth of odor-causing bacteria, stopping the odor at the source, permanently. It therefore reduces the number of times a product needs to be washed, giving the product a longer life, and saving energy, time and money.

Mizuno China, one of the major players in branded sportswear in the country, designs and creates products for a range of sports, including running, football and many indoor sports, as well as lifestyle products. The company says it opted to use Polygiene technology as it helps expand the versatility of its products.

“Products treated with Polygiene Stays Fresh technology don’t need to be washed so often, making the product suitable for sports and commuting at the same time,” the company states. “This is a clever insight, and it enhances the consumer experience too, so we see it as a great added value to our products.”

Mizuno China adds that working with Polygiene also helps support its purpose and mission as a brand. “Mizuno is committed to innovate and contribute to society through the advancement of sporting goods and aims to maintain the vitality and beauty of the earth,” it states. “When it comes to cooperate with other company, we have high standards and only work with those who have similar concepts as us. As the world leader in stays fresh and odor control technologies, Polygiene has always been advocating sustainability, which is vital for this cooperation.”

“We are proud to start working with Mizuno China and we see a considerable potential for growth with this iconic brand. Going forward, we are aiming to start cooperating with Mizuno in other countries on a global scale, but we take one step at a time. As we share the same focus on sustainability, we hope to spread the message of longer lasting products together with Mizuno in this region and globally”, says Ulrika Björk, CEO Polygiene.

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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.