

## PRESS RELEASE

Malmö, Sweden, February 22, 2022

# MP Activewear fuels its training collections with Polygiene

**MP Activewear, born from the world's leading online sports nutrition brand MyProtein, now launches Polygiene-treated products in their high-end running range Velocity Ultra as well as their Power Ultra collection. The launch will cover a number of treated items in high performance fabrics for men and women, such as sport-bras, leggings, t-shirts, shorts and jackets. All are now available online.**



The company operates in over 70 countries and has a large and growing community of customers around the world, as well as active athletes and influencers.

[Polygiene](#) now add value to the products both in terms of functionality and sustainability. The community of [MP](#) can feel confident that treated gear will stay fresh during training, and therefore can be washed less. In addition, the gear will last longer, less water and energy will be used, and less microplastics end up in the oceans.

“At MP, sustainability is at the forefront of our design process, so we chose to collaborate with Polygiene to ensure product longevity as well as enhancing the performance aspect of our garments”, says Jack Lamont, Head of Design at MP Activewear.

“We are thrilled to start working with MP and feel that we share the same values in terms of sustainability. MP has built an impressive business in this rapidly growing segment, and we are looking forward to a long-term partnership where we can add value and grow together”, concludes Ulrika Björk, CEO Polygiene.

For more information and to buy products: [www.mp.com](http://www.mp.com)

#### About MP Activewear

Born as a subsidiary of leading sports nutrition brand, Myprotein, MP’s mission is to make performance focused activewear accessible to all. With our pedigree in nutrition, sport is in our blood. We live it, breathe it and we play it.

MP and MyProtein is part of [The Hut Group \(THG\)](#).

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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).