

# Polygiene News



NEWS FOR SPRING/SUMMER 2019 · UPDATE ON WHAT'S NEW IN THE MARKET

Welcome! Here you will find the latest news and information from Polygiene. Get updated on new, up-and-coming brands, find inspiration on sustainability and discover what is going on in the fast-growing markets around the world.



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## Lifestyle segment growing globally

There is a fine line between lifestyle and sports today. Many brands in the lifestyle segment are using fabrics with added functionality and technical attributes, something we have seen in the sport segment for many years. Consumers demand garments in high quality that are suitable for all their needs - fewer garments that do the same job, a so-called capsule wardrobe. The few garments will have to live up to many expectations in terms of comfort, protection, style, versatility and freshness. Today, this is possible to achieve, and even desirable. *It makes life easier, it saves time and it's sustainable.*

Lifestyle is a growing segment for us and it started in Asia. We now see it taking off in both North & South America and Europe. In addition, the volumes are growing within the women collections with a number of interesting partners. One example is the Japanese World Group – with the brands The Shop TK, Untitled, HusHush, woman business wear & footwear, as well as the North American brands Orvis and M.M.Lafleur - the latter, an innovative partner with clothing lines and personal styling for businesswomen.

*For more info about our Lifestyle partners, click on the logos below:*



UNTITLED

HUSHUSH



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## Partners

# Flylow

## Fight stink. Wash less with Polygiene

We love to work closely with our partners and are always very satisfied when we see that they convey the same message as us on sustainability and less use of resources. The US brand Flylow's blog is a very good example of this and we are really proud to be their partner.



*"Ever done a mountain bike ride in a day old polyester or synthetic shirt? Then you know the stink we're talking about"*

*"Our own internal tests have been insanely positive. The stuff really does allow you to wear your gear longer without a wash"*

Click here for the blog and for Polygiene treated items [Read more](#)



RIDE ON AND ON WITH DAKINE BIKE WEAR

### Dakine bike wear stays fresh

The long time partner DaKine is adding products from the Thrillium and Vectra collections to the list of Polygiene treated items this spring. New jerseys, gloves and knee pads will now stay fresh and last longer. Ride on! [Read more](#)

### Wolf Camper introduces Polygiene® in several new styles.

The innovative Danish outdoor brand, Wolf Camper has chosen to introduce Polygiene in a number of their summer styles. The brand develops functional outdoor wear for active use and have a close contact with their customers during the development process, but also through different events, concerts and outdoor activities. [Click to view collection](#)



## Polygiene in Patagonia's new Capilene® Cool Tech collections

### Polygiene in all Patagonia Capilene® Cool Tech Tees

The new range of Capilene® Cool Tech products all come with Polygiene Stays Fresh technology. Produced in Fair Trade Certified™ factories, Capilene® Cool Daily comes with 50+ UPF sun protection, Capilene® Cool Lightweight is made of recycled material and ALL tees can be worn several times before needing to be washed. Be prepared to break your limits with these cool tees from Patagonia.

[Click to see film and collection](#)



CAPILENE® COOL TECH - MADE TO HANDLE ALL THE UNCOMFORTABLE MOMENTS

## Polygiene in pumps for the first time with Japanese brand HusHush

Women's brand HusHush, one of the brands in Style Force that is part of the Japanese house of brands, the World Group, is launching a series of Polygiene treated pumps.

They are called RaKuKo Pumps, that refer to the meaning of "comfortable" in Japanese. The insole cushion is very soft and provides a full coverage for unparalleled comfort. These RaKuKo Pumps series is one of the signature collections of HusHush. The new improved version with Polygiene Stays Fresh Technology that was launched for the spring season 2019 is expected to show high sales volumes.

HusHush products can be found in 148 stores in Japan, and are also sold online. [Read more](#)

**らくらく**

- 01 土踏まずを支えるアーチパッド
- 02 かかとクッションで脱げにくい
- 03 ふんわり心地いいわらわかんソール
- 04 楽りにくいアウトソール
- 05 返りのいいインソール

**はいて実感**

**におわせない**

インソールは、抗菌・防臭効果のあるポリジエン加工を使用。雑菌の増殖をさせず、いつでも足元をキレイでフレッシュに保ちます。

3cm インソール | 5cm ヒールアップ

2つのデザインと6つのサイズ展開

わたしに合った、楽ちん軽快なはき心地♪

**ら・く・こ・パンプス**

¥3,990 +税

22.0~22.5cm	22.5~23.0cm	23.0~23.5cm
23.5~24.0cm	24.0~24.5cm	24.5~25.0cm

LABQ

STAYS FRESH AND COMFORTABLE



FRESHNESS AND EASY CARE IS KEY FOR CORPORATE UNIFORMS

### Polygiene Stays Fresh Technology in corporate uniforms with new Japanese partner Bonmax

Bonmax is a leading uniform manufacturer in Japan and has a 97 million USD annual turnover. The launch was highlighted with a show in Februari '19 where the focus was on Polygiene. A wall highlighted the features of Polygiene and the sustainability messages regarding less washing and longer life of the uniforms. [Read more](#)

### Polygiene partners with South Korean TOV, producer of uniforms and outdoor gear

TOV The Garment Maker Co. Ltd, manufactures and distributes through two house brands, Hyperops and Tameju, targeting both the military and the outdoor market. The company covers the police and armed forces for the South Korean and South Asian Market. It is also a sourcing company for a number of international lifestyle, sport and military brands. [Read more](#)

**HYPEROPS**



SOURCE: MCKINSEY – STYLE THAT'S SUSTAINABLE: A NEW FAST-FASHION FORMULA OCTOBER 2016. UN ENVIRONMENT 2018 AND 2019.

Today, we produce twice the amount of garments compared to year 2000. The average consumer only uses a garment 10 times before it is thrown away. Water shortage is an ever-increasing problem and both washing and producing textiles is a huge contributor to that problem. Textile production also generate more greenhouse gas emission than all international flights and maritime shipping combined.

**Our solution: Buy fewer items, buy quality, wash it less and keep it way longer. Resell or recycle. Every action counts!**

[Read more](#)

**Wear More. Wash Less®**

## Films and events

### Japanese promotional film

In February, a new Japanese film was released, explaining how and where to use Polygiene. This is the third year in a row a new film is released in the spring, just in time for the hot season. The film will run on YouTube as a TrueView ad for a pre-defined target group starting in April for one month and with a second period in July for an additional month.

[Click to see the film](#)    [Click to see the film from 2017](#)



### New campaign and film about water use

The first film in the series on how we can act more responsibly and be more sustainable in our everyday life is ready and was launched in April. The campaign will continue during the year and highlight other sustainability issues. We happily let our partners use the material and messages on their own channels to spread the word.

[Click to see the film](#)

### Training films for B2B development

We have recently wrapped up our seventh film that can be used for the training of retail personnel, internal brand awareness or, consumer education when needed. The films address various end-use categories and can be used to enhance the Polygiene added value message to a product and brand story.

[Click to see the film](#)



RETAIL AMBASSADORS CONVEYING THE MESSAGE



### Polygiene participates in Plogga events

We are developing our partnership with the media sensation and Swedish export, PLOGGA that incorporates running and picking up trash (plocka/pick and jogging). With over 50,000 PLOGGA running groups globally, Polygiene is excited to be part of this global movement and to introduce our story of sustainability and Wear More. Wash Less®.

[Read more about Plogging](#)

# Odor Crunch

## ISPO 2019 – launch of Polygiene Odor Crunch and “fika talks”

At ISPO 2019 Polygiene was busy launching the new combination story with Odor Crunch Technology. The majority of the communication was driven by CMO Mats Georgson's presentations and “fika talks” on Polygiene as a disruptive technology and a sustainability movement. The talks were well attended and highlighted how wearing more and simply washing less is a sustainability message the industry is willing to help share.

### Polygiene Odor Crunch

Produced in Sweden, Polygiene Odor Crunch consists of two of the most common raw materials on earth, water and sand. During pro-

duction, its patented manufacturing technology does not create any waste. It's based on silica, the main ingredient in sand, which has been modified with a unique catalyst that breaks down odor. Odor molecules stick to the silica particles and once they adhere, they are broken down into smaller molecules and odors are permanently eliminated. Polygiene Odor Crunch's main use will be in combination with Polygiene's classic Stays Fresh Technology using silver salt based on recycled silver. The Polygiene Stays Fresh combination product is active against odor that arises from sweat, but also body odor, cigarette smoke, cooking fumes and other smelly environments. In summary, a 100% odor-free product. [Read more](#)

NOW WITH  
**ODOR  
CRUNCH**®



THE MAIN INGREDIENT IN POLYGIENE ODOR CRUNCH

### Member of the Outdoor Industry Association, OIA

Polygiene is now a proud member of OIA, the US outdoor industry leader for suppliers, manufacturers and retailers. OIA develops and supports the outdoor recreation industry, encouraging participation among our youth and finding climate change solutions, among many other benefits to the outdoor community. Most notably OIA was a key proponent on the move of North America's Outdoor Retailer from Utah to Colorado due to public land disputes, specifically the breakup of the iconic Bears Ears National Monument. [Read more](#)

### Polygiene technical organization growing globally

The recent hiring of Vishal Bhandari, Technical Director in New Delhi who will be covering South Asia and Henry Krause as Technical Director based in Chile, covering the up-and-coming markets of South and Central America, together with North America, further deepens the Polygiene technical team. They both have solid experiences in the textile industry and will provide very valuable and important support to our partners in these markets.

### Upcoming Calendar

- Techtextile in Frankfurt, Germany – May 14–17 (presence)
- Annual General Meeting and Interim Report Q1 2019 – May 17
- Summer Outdoor Retailer in Denver, CO – June 18–20 (booth)
- ISPO Outdoor in Munich, Germany – June 30–July 3 (presence)
- ISPO in Shanghai, China – July 5–7 (shared space with partners Arys and Airinum)
- Functional Fabric Fair in NYC – July 21–22 (booth)
- Interim Report Q2 2019, August 29
- Titus in Taiwan – October 7–9 (booth)
- Functional Fabric Fair in Portland, OR – October 22–23 (booth)

We wish you all a long,  
**sunny and sweaty summer!**



**Polygiene**  
STAYS FRESH