

PRESS RELEASE

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Polygiene Brasil and Oceano Surfwear come together in collection dedicated to icon Everaldo “Pato” Teixeira

The brand Oceano is a reference in the surfwear market in Brazil and is also known to be a driving force for several sustainable projects aimed at preserving the oceans, not to mention the championships they organize on the coast of Brazil. The collection Legends with [Polygiene Stays Fresh®](#) technology has been developed in close cooperation with surfer icon Everaldo “Pato” Teixeira and is now available in stores and Oceano’s webstore.



The products are all developed in Brazil and the search for sustainable materials is an important part of Oceano’s identity - bringing comfort, lifestyle and a free spirit to wear and feel nature. It is both fashion and a way of living, thus serving all the needs of sport lovers. Both companies share a focus on sustainability - creating garments that stay fresh and last longer - reducing the impact on the environment.

"Well, it's very important to have Polygiene® in this project, since my idea always has been that Oceano should create a collection that focus on preserving the oceans and reducing the impact on the environment in general. The Polygiene technology made the difference in this collection, as in addition to keeping the shirts away from the washing machines for longer, and avoiding odors, it also gave a special touch to the fabric, says Everaldo “Pato” Teixeira, professional surfer.

"We chose Polygiene's anti-odor treatment because with this finish we can use our shirts more and wash them less, thus reducing the environmental impact", says Affonso Eggert, founder and CEO of Oceano Surfwear.

The Legends collection shirts have Stays Fresh technology from Polygiene and are dedicated to Brazilian surfing icon Everaldo “Pato” Teixeira, giant wave surfing athlete and multi board rider from the series NALUPELOMUNDO on Brazilian TV channel OFF, and sponsored by Oceano Surfwear. The t-shirts come with a guarantee that you can wear more and wash less - lightening the load on our planet and our oceans.

“Brazil, with its huge local market, is of great interest for us. It has recently started to take off and we therefore plan for a steady growth the coming years. The fact that Brazil is starting to be an important player within the surfing world, where our technologies are a perfect fit, is of course a great added benefit as well”, adds Ulrika Björk, CEO of Polygiene.

About Oceano Surfwear

OCEAN SURFWEAR, OUR HISTORY, WE ARE BORN WITH THE FREE SPIRIT.

It all started in 1980, in the Santa Catarina city of Joinville, with a passionate surfer who decided to manufacture surfboards, with his soul coming directly from the ocean. We are a passion for surfing turned into a business, transforming the sport you love into a way to live also out of the water. From surfboards, the connection with surfing started to inspire to print men's t-shirts, which became an opportunity. The new segment was a success and today it is part of our history, essentially connected with the surfer lifestyle in collections that bring a feeling of “foot in the sand” to whoever wears it. Today they have 766 points of sale and one concept and flagship store in Balneario Camboriu – Santa Catarina, in southern Brazil, serving as a reference to the brand concept for its consumers to have a true experience and feel all the vibe that the brand provides and offers to its consumers and surfers. For more information: <https://www.oceano.com.br/sustentabilidade/polygiene-flag>

For more information in Brasil

Visit <https://polygiene.com.br/news/> or contact Polygiene Brasil

Henrik Kenton-Russ, +55 11 96434 9808, Henrik@polygiene.com

Marcelo Vicari, +55 11 98203 8299 , Marcelo@polygiene.com

Press contact

Ulrika Björk, CEO, ulrika.bjork@polygiene.com, +46 (0)70-921 12 75

Kristina Kruhsberg, press officer, kristina.kruhsberg@polygiene.com, +46 (0)70-816 21 96

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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.