

**PRESS RELEASE**

Malmö, Sweden, February 1, 2019

## **Polygiene Odor Crunch - New Product Launch at ISPO, Munich February 3-6**

**The new product, Polygiene Odor Crunch will be presented at ISPO, the world's largest trade fair for sporting goods and sportswear, taking place Feb 3-6 in Munich, Germany. Mats Georgson, PhD and CMO will host several sessions where he will discuss disruptive technologies, sustainability and the new product launch with media and the sport industry.**

Odor Crunch is Polygiene's answer to the problem of clothes picking up external, everyday odors – smells like cooking fumes, cigarette smoke, musty damp mould and pollution. Odor Crunch particles eliminate everyday smells in a continuous process that lasts the lifetime of the garment. By including Odor Crunch to the classic Polygiene treatment, the garments will be protected against odor both from inside and outside.

Niklas Brosnan, Marketing Manager for Polygiene says, *"Our new combination technology addresses odor from sweat and the new added functionality of eliminating environmental odors that fulfills the Polygiene Stays Fresh promise to the end consumer. Polygiene strives to use the most environmentally friendly and best performing technologies on the market, meanwhile providing a sustainable, water saving story and life-cycle approach that can be implemented in our daily lives."*

Polygiene at ISPO, February 3-6, Hall A2/Booth 220.

Day 2 and Day 3 at 10:30am - Mats Georgson, PhD and CMO hosts a Swedish FIKA to discuss disruptive technologies, sustainability and the launch of Polygiene Odor Crunch. In addition, Georgson will present at the CSR Hub presented by ISPO on Day 2 at 3:30pm regarding sustainability and a lifecycle approach to garments.

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### **About Polygiene**

Polygiene is the world-leading provider of odor control technology and Stays Fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 140 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden.

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