



POLYGIENE[®]
FOR MINDFUL LIVING

Polygiene and Storm Care take the after-care market by storm

(March 14, 2023)

Polygiene[®] is partnering with Storm Care[®] to launch a powerful new odor control spray

Polygiene[®], the leader in antimicrobial technologies and odor control solutions, is launching an odor control spray in collaboration with after-care specialists Storm Care[®]. The partnership sees two leading odor control suppliers united to provide a sustainable and effective product for consumers to keep their apparel, footwear, and accessories fresh and in use longer.

Storm Care first to market with an odor control spray powered by Polygiene OdorCrunch[™] technology

Polygiene OdorCrunch[™] technology is based on natural silica and filtered water that encapsulates malodors, catalytically cracks the molecules, and then releases them, permanently removing the odors. The after-care spray is a practical and eco-friendly solution to address the problem of lingering odors on clothing and fabrics. The new Storm OdorCrunch[™] spray is effective on several malodors, such as body odors, cooking odors, and smoke.

The Future of Urban Consumption In A 1.5°C World report notes that consumers would need to purchase just three garments a year if the textile industry is to halve its emissions. The new Storm and Polygiene spray gives the industry and consumers an effective way to encourage this.

Ulrika Björk, CEO of Polygiene, notes, "We should only consume new products as a last resort. This partnership allows consumers to care for their garments and gear to promote longer lifespans with enhancements that add value."

The Storm OdorCrunch spray will be offered in a 100% recycled aluminum bottle as a stand-alone unit in 100ml (£6.25, €7.08) or 225ml (£12.08, €13.75) or as a footwear kit that will include the new Storm OdorCrunch spray along with a cleaner and leather care (£30.83, €35.00). The Storm Care range also includes tent care, cleaning care, waterproofing, and repair. The entire range is PFC, PFOA, and PFOS-free. Storm Care will manage DTC as well as key retailers and brands who see the value and performance of good after-care performance.

The potential for OEM distribution will also be available. For more information, visit [polygiene.com](https://www.polygiene.com) and <https://www.stormcare.co.uk>.



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ABOUT US:

Polygiene Group™ is the global leader in antimicrobial technologies and odor control solutions. We treat hard surfaces and textiles to ensure that your products are better protected and more hygienic and you stay confidently fresh and odor-free. As the ingredient brand of choice, we work with over 500 global premium brands within our business areas of Product Protection and Freshness. We provide a wide range of technologies that increase the value of our customers' products and enable consumers to live a more mindful life. We offer solutions and treatments for products with technologies such as: OdorCrunch, StayFresh, ScentMaster, ViralOff, BioMaster, and VeriMaster. Polygiene Group is listed on the Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com