

PRESS RELEASE

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Polygiene strengthens the organization in connection to the launch of ViralOff

In connection with the launch of ViralOff, a Polygiene product with antiviral properties, the company will strengthen the organization and bring on Andreas Holm who will focus on the new product and the inquiries that are pouring in. Andreas latest assignment was in the role as Nordic & Baltic Sales Director for Thule Group AB.

"To handle the pressure on the organization in connection with the launch of ViralOff, we have hired Andreas to lead special projects linked to the new product", says Ulrika Björk, CEO of Polygiene AB. "Andreas has a long and solid background from sport & outdoor and the automotive industry as well as a very broad business development expertise", she concludes.

Andreas Holm will start working with Polygiene on the project on a consultancy basis starting April 15, 2020.

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About Polygiene

As the world leader in stays fresh and odor control technologies, we want to change the way we view clothes - from fast consumables to durables. We treat clothes, home products and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 140 global premium brands have chosen to use the Polygiene brand with their products. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Adviser, Phone: 08-463 83 00, e-mail: certifiedadviser@penser.se.