

PRESS RELEASE

Malmö, Sweden, June 4, 2021

Sneakers get reduced footprint as they stay fresh and last longer

The North Face® Japan has opted to use Polygiene Stays Fresh® technology in its latest range of sneakers. The two unisex styles available in the new Shuttle WP Series, the Shuttle Lace WP and the Shuttle Slip-On WP, launched for Spring/Summer 2021, are designed to be comfortable to wear the entire day and in a variety of weather conditions, including rainy days.



Ulrika Björk, CEO Polygiene comments: “Goldwin has been a partner for several years and we work with a number of their brands. It is great to see that The North Face Japan now extend their collection of footwear with the Polygiene treated Shuttle WP Series and the collection will continue to grow for the coming seasons as the Japan business is starting to recover.”

The sneakers complement the Shuttle backpack collection, using high-performance materials that provide stability when worn for long periods of time in all urban environments.

In each shoe, the lining and footbed have been treated with Polygiene Stays Fresh technology. The North Face Japan, part of the Goldwin group, decided to use this technology to help keep the shoes fresh for longer and ultimately extend the life of the products.



Polygiene Stays Fresh is an antimicrobial technology that inhibits and guards against the growth of odors from microbes such as bacteria, fungus and other. Any product treated with the technology will stay fresh and hygienic for longer. This means it will not be discarded prematurely due to odor.

The treatment, which is bluesign® and Oeko-Tex® Eco Passports certified, is also effective for the lifetime of the product.

To find out more about The North Face Shuttle WP collection, visit:

<https://www.goldwin.co.jp/tnf/special/shuttle-footwear/>
<https://www.goldwin.co.jp/tnf/>

To find out more about Polygiene, visit www.polygiene.com.

About Goldwin

Goldwin was founded in 1951 and started its journey as a sportswear manufacturer and is today listed in the First Section of the Tokyo and Nagoya Stock Exchanges. GOLDWIN soon began collaborating with major global brands in the Japanese market, including Ellesse, Champion, The North Face, Helly Hansen, Danskin, Speedo, Macpac and Icebreaker among others, and has established itself as a leading athletic gear manufacturer in Japan. For more information <https://corp.goldwin.co.jp/eng/>

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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 200 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.