

**PRESS RELEASE**

Malmö, Sweden, July 5, 2019

## Polygiene Wins Sustainability Award

**Polygiene, the world leader in stays fresh technologies, recently won the coveted SUSTAINABILITY Award presented by the Scandinavian Outdoor Group (SOG).**

The award, presented at OutDoor by ISPO and part of the Scandinavian Outdoor Award (SOA) that this year included five other category winners - Overall Winner, Hardware Award, Footwear Award and Apparel Award is awarded to a game changer, not only for the outdoor industry but the entire apparel industry.



The Sustainability Award was presented to Polygiene® Stays Fresh Technology for the launch of Odor Crunch®. Odor Crunch provides odor control for garments through the use of one of the world's most plentiful and natural resources, sand (silica). The technology addresses odor in garments so that they do not need to be washed as often that reduces water, energy consumption, as well as limiting the release of microplastics and washing detergents.

The Scandinavian Outdoor Award has been presented since 2005 and is one of the industry's leading accolades due to the rigorous testing and evaluation that goes into the selection process. A total of 22 products were nominated to compete for the SOA with the selection process focused on design, innovation, functionality, quality and sustainability.

The garments tested were provided by Polygiene partner, INTERSPORT who is launching Odor Crunch in Spring 2020 for their PRO TOUCH running collection. PRO TOUCH has a leading position within running apparel at INTERSPORT due to the focus on high performance and relevant consumer benefits.



Jens Strømnes, CEBO at INTERSPORT notes, *“through the cooperation with Polygiene on the launch of Odor Crunch we are helping our consumers staying fresh when doing sports, whilst providing a more sustainable alternative to traditional odor control solutions. This fits with our ambition to bring sports to the people, at the same time as working to reduce the impact on the environment with PRO TOUCH and our other Exclusive Brands”.*

Polygiene is the global leader in odor control technology with 16% aided brand awareness and over 5% brand knowledge when asked to describe correctly what Polygiene does\*. The Polygiene Brand provides their partners with an added-value through impactful data, technical know-how and research, marketing knowledge and brand support.

\* Source: Polygiene market research on 4000 consumers in UK, USA, Japan and Germany Q4 2017

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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. Erik Penser Bank AB acts as its Certified Adviser.