



**Polygiene**<sup>®</sup>  
STAY FRESH



## **Polygiene and Converse Footwear (Japan) partner to deliver odor-free footwear to the Japanese market**

Converse Footwear Co.,Ltd. (Japan) is the first footwear brand to introduce the advantages of Polygiene Odor Control Technology to Japanese consumers, with Converse's pioneering S/S16 line, the Whiteplus collection. The partnership with Converse Footwear (Japan) gives Polygiene a foothold into a new untapped market where odor-free footwear has a great potential among odor-conscious consumers.

**"With Polygiene odor-free treatment we add value to our Whiteplus line by being innovative and consumer oriented, yet still stay true to the core of our brand,"** says Teppei Sasao, manager marketing, Converse Footwear (Japan)

Super-popular Spring/Summer collection in White. They are more than just being "white" with their linings and insoles treated by the Swedish Odor-free treatment "Polygiene", and this promises you improved functionality.



ALL STAR WHITEPLUS HI/OX, JACK PURCELL NT WHITEPLUS SLIP-ON, WEAPON WHITEPLUS OX (30th year anniversary model), SKIDGRIP WHITEPLUS.  
\*All on sale since late March of 2016

Polygiene's evolving partnership with the iconic footwear brand is showcased in the ongoing sales of the Whiteplus collection. The collections are co-branded with Polygiene.

**"We are proud and excited to further develop our partnership with legendary shoe maker Converse Footwear (Japan). It is a great introduction to the fashion-sensitive footwear market in Japan,"** says Christian von Uthmann, CEO of Polygiene.

According to the Yano Research Institute, one of the largest marketing research and consulting firms in Japan, the domestic shipment of sports shoes in Japan includes 90 million pairs in total.

### **About Converse Footwear Japan**

Converse Footwear Co., Ltd. (Japan) takes care of brand management, marketing, product planning, development, and sale of the Converse footwear in Japan.  
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**For press images and more information please visit:**  
[www.polygiene.com/ir](http://www.polygiene.com/ir).

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### **About Polygiene**

Polygiene Odor Control Technology is a world-leading technology for odor control. The company is recognized as the global provider of Stay Fresh solutions for clothing, sports equipment, lifestyle textiles and other materials. Polygiene brings the Scandinavian values of quality and care for the

environment to life through its products and services. More than 100 global premium brands have chosen to use Polygiene in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its Certified Adviser.