

NEWS

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## Polygiene appoints Nick Brosnan as European marketing director

**Polygiene appoints Nick Brosnan to lead their marketing efforts in Europe. The position of Director of Marketing, Europe, is critical to the company’s strategy to bolster commercial activities in the region. With Brosnan’s appointment, Polygiene is reinforcing their operational presence in Europe that in turn, strengthens its global brand.**



Based at the head office in Malmö, Brosnan is responsible for Polygiene’s marketing activities in Europe and supports the regional sales team led by Haymo Strubel, the company’s recently appointed director of sales for Europe.

“We see interesting opportunities for Polygiene to expand further within the European market. With the addition of Nick Brosnan to our team, we will be able to forge closer collaboration regarding brand management with our existing and new partners in Europe,” says Christian von Uthmann, CEO, Polygiene.”

Prior to joining Polygiene, Brosnan worked at Backbone Media’s satellite office in Jackson Hole, Wyoming, a leader in the outdoor industry, handling public relations for well-known outdoor and lifestyle brands including Eddie Bauer, Maven Optics, POC Sports, Thermacell Repellents and Polygiene. Before that, he worked in sales and marketing for Cloudveil Mountain Works, an innovative maker of technical climbing, ski and fly-fishing apparel.

Moving across the Atlantic wasn’t a hard decision for Brosnan who is of Swedish descent, born in Sweden and has strong ties to Sweden through his mother.

“The whole family has been looking forward to the move and I am really excited to be able to work with such a dynamic and progressive brand like Polygiene. I look forward to building stronger relationships with our partners in Europe and creating greater awareness of the brand, Polygiene Odor Control Technology,” says Nick.

**For press images and more information, visit [www.polygiene.com/ir](http://www.polygiene.com/ir).**

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### **About Polygiene**

Polygiene is the world-leading provider of odor control technology and Stay 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. More than 100 global premium brands have chosen to use Polygiene Odor Control Technology in their products. Established in 2006, the company is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its certified adviser.