

NEWS

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Polygiene kicks off the marketing year at ISPO

For the 10th consecutive year, Polygiene will be present at ISPO to offer the benefits of Polygiene to Sport- and Outdoor-brands. The Munich expo runs between 5th and 8th of February and is the leading industry event in Europe for Sport- and Outdoor companies.



Polygiene's European sales and marketing division has been strengthened in the last year with the addition of a Director of Commercial Operations and a Director of Marketing. Backed by the dedicated marketing and sales organization, the overall marketing efforts are being intensified and more focused on the European market. Polygiene will be present at more trade shows and events than ever before this year, beginning with ISPO Munich.

"ISPO is an important event and effective platform for us to reach out to brands, textile suppliers, textile mills and retailers and to help Polygiene stay top of mind," says Kristina Kruhsberg, Head of Marketing at Polygiene. "After 10 years, we still have a lot of work left to do in the marketplace as increasingly more brands discover the benefits of Polygiene, and our partner brands continue to develop new styles and different kinds of products where Polygiene is useful."

New brand adoptions of Polygiene will be on display at the expo from the likes of Patagonia and Rab – and consumer launches of great spring/summer product using Polygiene from Montane, Patagonia, Rab and Hilly can also be experienced, first hand at ISPO.

Next, Polygiene will be at Performance Days, the functional fabric fair, April 26-27, in Munich.

You will find Polygiene at ISPO Hall A2, Booth 130.

For press images and more information please visit <http://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.