

## Odor & Bacteria-Control Technology Company Polygiene



ellesse

2017 SPRING-SUMMER Collection



Offers Polygiene-Treated Tennis Wear

### 【Press release】

Leading company Polygiene (HQ located in Malmo, Sweden, with CEO Christian von Uthmann), with over 100 partner brands all over the world, has collaborated with Goldwin's ellesse for their 2017 Spring-Summer Tennis Wear Collection, which features 34 new products treated with Polygiene technology.

To be released in early May, the new "Top Guard" products provide cooling measures and protect from summer's ultraviolet rays and are designed to be worn above short-sleeved items to prevent sunburn. With the Polygiene-treatment, the products are made more comfortable for wearing in summer.



#### ellesse Top Guard (Ladies)

Product Number : EAC8705L

Price : ¥4,500+ tax

Color : PB ( Placid Blue ) ※ pictured, plus 2 other colors

Size : M, L (Ladies size)

Material : Deo Protect Cool

Cloth : Deo Protect Cool 100% Polyester

The Polygiene treatment is an Odor & Bacteria-Control Technology. Sweat and perspiration is by itself odorless, but moisture and temperature increases bacteria on the fabric's surface and this produces odor. Polygiene based on silver salt produced from recycled silver and the silver salt inhibits and guards against the growth of odors from microbes such as bacteria, and this permanent treatment is not affected by washing the garment, so keeps providing the odor-control results during the entire life of product.

In addition to the above-mentioned products, ellesse has applied Polygiene-treatment to approximately 15 percent of this season's products, including its "court layer" series and tennis wear, and has plans to sell about 50,000 articles from January to July 2017.



Examples of Polygiene-Treated Products: Left) TEAM Pro Shirt (Unisex) ¥6,480 (incl tax), Center left) T-Shirt (Ladies) ¥4,320 (incl tax), Center right) Tunic ¥10,260 (incl tax), Right) Ladies Viser ¥4,212 (incl tax)

Ellesse's Polygiene-treated products are being launched for purchase on the Goldwin Web Store [www.goldwin.co.jp](http://www.goldwin.co.jp) as well as a total of about 500 stores, including Japan nationwide ellesse retail outlets and department stores.

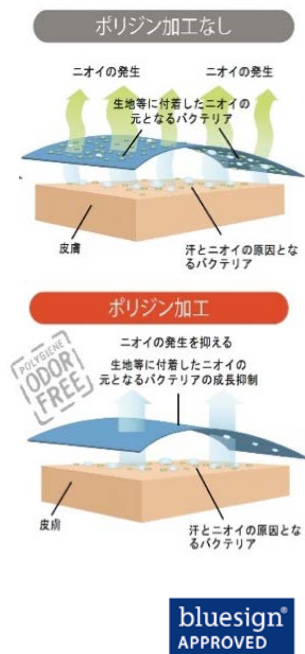
### What is Polygiene

- The silver salt inhibits and guards against the growth of odors from microbes such as bacteria, fungus.
- Polygiene particles have a large amount of silver ions per surface area. Due to the structure of the particles, very small amounts of silver are required for effective treatment
- Polygiene is based on silver salt (silver chloride) produced from recycled silver
- Silver chloride is naturally present in water and soil.
- No interference on skin – Polygiene is active only on the material's surface and does not interfere with the natural bacterial flora of the skin\*

※Bluesign® approved – Demanding environmental certification with a life-cycle approach※on Oeko-Tex 100 (I-IV) list of approved products

\*Hoefer D and Hammer T. Antimicrobial active clothes display no adverse effects on the ecological balance of the healthy human skin microflora, ISRN Dermatology, 2011, 369603

\*Kawai K. Kawai method for testing skin irritation. Japan 2010



### 【Polygiene Company Overview】

- Company Polygiene AB
- CEO Christian von Uthmann
- Established 2006 (became independent from large pharmaceutical company Perstorp founded in 1881)
- Public Listing March 2016 (Stockholm Stock Market NASDAQ First North)
- Capital Fund Capital infusion of 25 mill SEK in the end of 2015
- Sweden HQ
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