

Welcome! Here you will find the latest news and information from Polygiene. Get updates on new brands, find inspiration and discover what is going on in fast growing markets around the world.

Market update

Europe



RECYCLED PET BOTTLES BEFORE SINTERAMA TURNS THEM INTO ODOR-FREE YARNS.

First-ever 100% recycled odor-free polyester yarns

Polygiene and *Sinterama*, the European leader in the production of colored threads and yarns, teamed up to introduce *Newlife*, the world's first-ever 100% recycled, odor-free polyester yarns. The Newlife yarns are made from recycled PET bottles and are treated with Polygiene Permanent Odor Control at the fiber level. The partnership opens opportunities in segments that promise huge growth potential, including the fashion, workwear and automotive upholstery segments. It also brings consumers and end-users a slew of benefits including odor control, easy care and longer-lasting garments and gear.

E-commerce launch with La Sportiva

This summer, Polygiene and *La Sportiva* will launch an online campaign promoting Wear More. Wash Less® ethos through the "Three-Day Challenge in the Dolomites" contest sponsored by the two companies. Consumers who buy products on La Sportiva's e-commerce site will automatically be entered in this sweepstakes for a chance to win a September hiking or trail running adventure for two in the Dolomites!

Henri Lloyd is back!

Back after a short hiatus is *Henri Lloyd*, the original British sailing brand known for its luxury men's, women's and sailing clothing. Starting with its SS18 collections, Henri Lloyd will use Polygiene Permanent Odor Control in their new sport collection which features innovation tested in the toughest conditions.

Launch of Polygiene-treated Rab sleeping bags

Rab, the leading UK mountaineering clothing and camping equipment manufacturer, is introducing its Neutrino sleeping bags with Polygiene Permanent Odor Control in the lining of their sleeping bags.

North Sails unfurls Polygiene at the America's Cup

North Sails Group LLC, the European manufacturer and supplier of premium quality sails, sailing gear and sailing apparel will unveil Polygiene Permanent Odor Control at the America's Cup Superyacht Regatta. This June, North Sails outfitted the crew of the 42-meter Hanuman superyacht in Polygiene-treated shirts.

Find us on the Adidas website

Looking ahead to SS18, there is exciting news that Polygiene will be highlighted on all product and categories on the e-commerce platform *adidas.com* globally. We will now be able to search for and find Polygiene-treated gear on the Adidas website. Happy searching!

In-store training for Go Outdoors

This fall, Polygiene will help our largest online in-direct partner *Go Outdoors* (UK) with point-of-purchase and in-store training for 750 employees. At their bi-annual employee training, Go Outdoors will test our products, have one-on-one conversations with us and receive giveaways like Polygiene socks and Polygiene-treated Buff neckwear.

World's first: Odor-free trail running packs

Montane (UK), maker of lightweight endurance mountain gear, is launching six new packs in its VIA Trail Series® featuring Polygiene Permanent Odor Control – a first for any pack, trail running or otherwise.



MONTANE VIA TRAIL RAZOR 15 ULTRA-TRAIL RUNNING BACKPACK

Upcoming collections for Fall-Winter 2017/18

The FW17/18 collections of many brands across the region – such as *Red Fox* from Russia, *YETI* from Poland and *Karpos* from Italy – will feature Polygiene Permanent Odor Control. We are waiting to confirm signing deals with several other brands this summer at OutDoor in Friedrichshafen, Germany, and at Outdoor Retailer in Salt Lake City, Utah.

Australia and New Zealand

Broad support for Kathmandu and Mountain Designs

Together *Kathmandu* and *Mountain Designs* have over 400 retail shops in Australia and New Zealand, respectively, selling Polygiene-treated activewear. Polygiene now provides marketing support – and



POLYGIENE IS SUPPORTING KATHMANDU TO PROMOTE ITS ODOR-FREE ACTIVEWEAR AT THE COAST-TO-COAST WORLD MULTI-SPORT CHAMPIONSHIPS.

will be providing in-store staff support, technology highlights online, staff polos and tees, and staff training – for both brands.

2XU takes off!

This past year, *2XU* has become one of our fastest-growing brands, thanks to much hard work. What's lies ahead? We are working with *2XU* to launch Polygiene-treated apparel globally and to promote aggressive seeding aimed at influencers and media in the US, UK, Germany, Japan and the Nordic countries. We are also involved in *2XU*'s retail training, digital support and point-of-purchase initiatives.

Tusx

Tusx, the Australian performance-driven camouflage hunting apparel brand, will be coming on board with a poly/wool blend and synthetics collection. Designed for the active mountain hunter, *Tusx* will continue to grow Polygiene's business in the hunting and fishing categories.

Asia

Leveraging partner brand clout in Asia

Visibility in the market is important and makes it easier to sell Polygiene to local brands. For instance, we have had great success in the home textile segment with brands such as *8H* and *ZSH*.

Leveraging the clout of our fantastic partner brands is one way to speed entry into the market. Collaborating with our partner *Adidas*, headquartered in Germany but with a stronghold in China, can make it easier introduce Polygiene Permanent Odor Control to China's 1.3 billion inhabitants.



TAIWANESE BRAND TRAVELER INTRODUCES A NEW LINE OF POLYGIENE TREATED GARMENTS FOR MORE LEISURE AND URBAN CLOTHING.

We are also deepening our collaboration with partners *Wacoal*, the underwear company, and the *World Group*, the fashion and lifestyle group, by conducting a joint Polygiene Partner Summer Campaign throughout China in an effort to enhance all three brands.

Taiwanese brand *Traveler* has recently introduced Polygiene Permanent Odor Control to its new line of urban dress shirts, proving that it is easy to extend odor control technology from sportswear and outerwear to this new product category. What's more, *Traveler* closely aligns its marketing communication with that of Polygiene as is evident on the company website with *Traveler*'s version of our *Wear More. Wash Less®* message.

New market categories in Korea

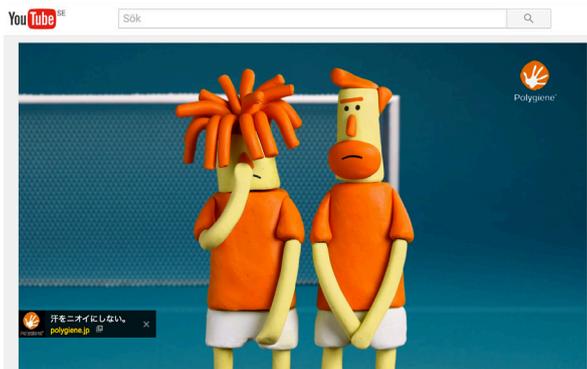
By identifying opportunities in the region and working closely with our partners, we can capitalize on opportunities in the region. A good example is *Eco Tech*, one of the largest work glove manufacturers in Korea. As a Polygiene partner, *Eco Tech* has introduced our technology to its work gloves. This gives Polygiene a solid foothold in a new market category worldwide.

New YouTube channel for consumers in Japan

Increasingly, consumers in Japan are asking for odor control technology to be integrated into sportswear, shoes, protective wear and home textiles. In April, Polygiene launched a YouTube campaign targeting people who are sensitive to body odor. Two weeks after the premiere of three new videos, our stats show that more than one million people tuned in for about five seconds and about 300,000 watched all three clips in their entirety.

"To succeed here, we must understand the market and engage consumers in compelling ways," says Polygiene's Kristina Kruhsberg. "We worked with talented Japanese creators to produce videos that convey the Polygiene message in ways that speak to the concerns of Japanese consumers. This is just the start of our efforts to make inroads into the Japanese market."

As the Polygiene YouTube channel in Japan demonstrates, social media will play an increasing role in our strategy to reach a larger audience. We believe that social media activities such as this one is a good investment in the long run.



Check out the videos on Polygiene's YouTube channel!

Even if you do not understand Japanese, the videos are highly entertaining. But no worries, we will be adding English subtitles soon.

Home textiles: <https://www.youtube.com/watch?v=m7GHvHo3YrY>

Lifestyle: <https://www.youtube.com/watch?v=DzmjHh2v2bc>

Sports: <https://www.youtube.com/watch?v=jn38WTvpCbA>

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North America

Athleta Eco-Adventure Instagram Contest

Polygiene teamed up with partner *Athleta*, makers of athletic clothing for active women and girls, and *Women's Quest*, providers of adventures to renew the spirit and the body, to sponsor "The Power of She" Eco-Adventure Instagram Contest in March–April 2017.

Focusing on sisterhood, adventure travel and living active, healthy and full lives, this photo contest was juried. Three winners and a guest of their choice won a five-day, all-expenses-paid trip to Baja, Mexico, and Athleta outfits – including some *Unstinkable* styles made with Polygiene-treated fabrics.

"Women and girls are documenting how they live the Athleta brand through Instagram, showing how they join forces and empower one another to realize their own limitless potential," says Polygiene's Colleen Nipkow.

Athleta will feature Eco-Adventure highlights as well as tips for how adventurous women can pack light and Wear More. Wash Less® on a post-trip blog, showcasing Athleta Unstinkable apparel to encourage consumer purchases.

RYU Apparel develops the most innovative, well-designed, best-in-class products for the urban athlete who wants to excel in every way. Our partnership with *RYU* involves lending permanent odor control to the company's Vapor tanks, tees and long-sleeve tops. *RYU* plans to introduce odor control technology to more products this fall.

Myles Apparel features Polygiene Permanent Odor Control in all Everyday and Momentum tops. A small, online-only brand that is growing by leaps and bounds, *Myles* was founded by a group of friends with experience in menswear, activewear and a passion for inspiring more active, stylish and healthy lives.

PackTowl, makers of lightweight, quick-drying, highly packable technical towels that are ready for any adventure, now feature Polygiene Permanent Odor Control in all Lux and Personal towels. A brand of Cascade Designs, Inc., *PackTowl's* goal is to "make the towels you reach for when you're out soaking up life".

WIN AN ECO-ADVENTURE
 Enter for a chance to win 5 days + 4 nights in Baja, Mexico for you + a friend*
 LEARN MORE

Presented by
 ATHLETA Quest Polygiene

WOMEN'S QUEST | Creates retreats with life-changing experiences to re-energize body, mind, and soul. [READ MORE ON THE CHI BLOG](#) ▶
 POLYGEINE | A maker of our Unstinkable fabric technology, for clothes to be worn more and washed less, saving time and water. [SHOP UNSTINKABLE STYLES](#) ▶

POLYGIENE, ATHLETA AND WOMAN'S QUEST SPONSOR INSTAGRAM CONTEST.

Polartec Delta: New for SS17 is the highly anticipated Polygiene-treated, *Delta*™ fabric from our long-time partner *Polartec*®. This new fabric enables cooling fabric technologies to better utilize the body's natural cooling process, sweat. Many top outdoor brands, such as Outdoor Research, Westcomb, Mountain Design, Velocio and Kitsbow, are already using this technology.



Stinkless in Senja, Norway

Polygiene invited 10 journalists from Germany, the UK and the US to take the Polygiene No-Stink Test. Subjected to four grueling days of extreme ski touring on Senja, Norway's second largest island, these journalists lived 24/7 in ski wear from our best-in-class partners including *Patagonia*, *La Sportiva*, *Dissent Lab*, *Arc'teryx* and *Salewa*. Comfortable and confident, the ski journalists then flew back home wearing the same unwashed, yet odor-free clothing – and passed the no-stink test despite the close confines of their airline cabins!



TEN JOURNALISTS AND TWO MOUNTAIN GUIDES TESTING POLYGIENE ODOR-FREE SKI WEAR ON THE BEAUTIFUL ISLAND OF SENJA, NORWAY.

Technology Update

Synthetic yarn technical know-how

Our partnership with *Sinterama* has given Polygiene the technical knowledge to incorporate Polygiene into extruded yarns at the point of manufacture. This means that Polygiene Permanent Odor Control can be built into all types of synthetic yarns, including polyester

and polyamide nylon. Each yarn type is unique and would require evaluation, of course. But this opens doors to integrating Polygiene Permanent Odor Control into yarns for garments that can be used for work wear, home textiles and innovative apparel.

Distribution Update

Turkey

Polygiene's Paul Middleton is pleased to announce that Istanbul-based textile company *Albajer Ltd.* is the new Polygiene distributor in Turkey. The Turkish textile industry has been experiencing massive growth, and Albajer is poised to help Polygiene make inroads into the market.

India

Polygiene has signed an agreement with multinational company *Sarex* as its distributor in India. With *Sarex* as its distributor, Polygiene now has a local distribution and technical team to serve the needs of our partners in India and neighboring countries – welcome news for our agents!

Vietnam

Part of the Singapore-based WWRC Group, *WWRC Vietnam Co., Ltd* will take over distribution and first-line technical support

for Polygiene from their sister company, WWRC Taiwan. Major activities for Polygiene in Vietnam are currently based around partners' mills of the Taiwanese processors that serve major European brands such as Adidas and several Japanese partner brands. We believe Vietnam is a market with very high growth potential from a processing perspective.

Indonesia

Also part of the Singapore-based WWRC Group, *PT WWRC Indonesia* will assist Polygiene in establishing distribution and first-line technical support in this market. Although it is small now, the Indonesian market holds potential for future growth.

Polygiene's Edmond Lee will be instrumental in supporting the WWRC companies to strengthen our presence in the region as well as work with our distributors to create value for our customers.

Thanks for reading!
For more news and information:
polygiene.com

