



## PRESS RELEASE

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# Polygiene permanent Odor Control Technology to debut at iCAST with Orvis and Simms

**Polygiene, the world leader in odor control and freshness technologies, announces outdoor and flyfishing brands Orvis and Simms as new adopters of its ingredient odor technology. Polygiene's innovative fabric treatment will be incorporated as an integral part of Orvis' Spring 2018 travel collection as well as with several new technical angling pieces from Simms.**



“We have seen consistent growth with our current brand partners increasing the role of Polygiene in their product lines as well as new brands adopting our technology,” states Colleen Nipkow, Polygiene's Global Marketing Director. “With lifestyles developing around the sports we serve, including travel as a central component of that, consumers require odorless solutions allowing the focus to be on the activity not the product.”

Orvis' Spring 2018 travel collection will feature Polygiene Permanent Odor Control in eight styles. The collection will feature easy-to-care, quick-drying fabrics that are wrinkle free. Two popular styles will include; Florence Long-Sleeved Travel Dress – perfect for travel, a lightweight, popover dress, and Florence Long-Sleeved Travel Shirt – classic, button front travel blouse.

Simms will introduce Polygiene technology for several Spring 2018 technical angling pieces including the Solarflex Armor Shirt and Women's Guide Skort. The Solarflex Armor Shirt incorporates a mesh inner side and arm panels for ventilation, a patent pending full coverage gaiter design in addition to a quick drying, wicking and UPF50 rated fabric. It becomes the first technical angling shirt on the market to incorporate Polygiene's Permanent Odor Control fabric treatment. The Women's Guide Skort is built-to-fish featuring an inner short that features Coolcore® fabric technology along with Polygiene fabric treatment. It also features a water resistant, quick-drying, wicking and UPF50 fabric. Lastly, Simms will incorporate Polygiene in its new Sungaiter™ Cool accessory for next spring.

Polygiene is a bluesign approved, silver-salt treatment for textiles. Derived from recycled content (silver mostly from used electronics), Polygiene reduces the need for frequent laundering, saving time, water and energy over the life cycle of apparel.

Both the Orvis and Simms' S'18 collections including products treated with Polygiene's Permanent Odor Control Technology will be on display this week, July 11-14, 2017, at iCAST in Orlando, Florida.

**More about Orvis <http://www.orvis.com> and Simms <https://www.simmsfishing.com>**

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

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### **About Polygiene**

Polygiene is the world-leading provider of permanent odor control technology and Stay Fresh™ solutions for clothing, sports equipment, fashion, home 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 and services. More than 100 global premium brands have chosen to use Polygiene Permanent 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.