

Polygiene enters the world of Yoga with Andar



Photo from the Ceremony in Goyang City Hall in Korea, when sealing the contract between Andar and Polygiene. The key participants are; Anne Höglund/Swedish Abassador, Ae Ryun Shin/CEO Andar, Peter Sjösten/Polygiene VP, Sung Choi/Mayor of Goyang City

Andar is the Republic of Korea's leading brand of women's activewear in the athleisure segment in practices such as yoga, pilates and zumba. These are fast growing segments of the market in Korea where the consumer demand for odor-control is growing as well as the fitness and yoga trends.

More and more people are getting into the habit of training more often and this is fueling the fast growth of sportswear brands such as Andar in Korea. This new alliance combines Polygiene's expertise in odor control technology with Andar's cutting edge designs and high performance fabrics in line with this athleisure trend in South Korea. Polygiene Permanent Odor Control Technology, with its Stay Fresh functionality, will debut in women's activewear in partnership with Andar in the Fall of 2017.

"My goal at Andar is to provide the highest quality of women's activewear to our customers. In the partnership with Polygiene, I feel my mission is being achieved by choosing Polygiene as a Permanent Odor Free and Stay Fresh solution. Our customers will enjoy odor free, stay fresh, wear more and wash less. We are opening a new chapter in the women's active wear field in Korea." A. R. Shin, CEO, Andar Co. Ltd.

"I'm impressed with the exceptional development of Andar and how quickly this premium brand has become a top-brand among yoga-practitioners in Korea," says Christian von Uthmann, CEO, Polygiene. "We look forward to our continued cooperation with Andar to introduce women's activewear that will stay fresh."

Andar is a leading women's activewear brand in Korea. Founded in June 2015, it achieved 18 million USD turnover with women's activewear only for the first half of 2017 and expects 30 million USD total turnover this year.

For press images and more information please visit www.polygiene.com/ir.

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About Polygiene

Polygiene Odor Control Technology is a world-leading technology for odor control. The company is recognized as the global provider of Stays Fresh solutions for clothing, sports equipment, lifestyle textiles and other materials. 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 in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its Certified Adviser.

About Andar

Andar Co. Ltd. is a leading women's activewear brand in Korea. Founded in June 2015, it achieved 18 million USD turnover with women's activewear only for the first half of 2017. With 100 employees, Andar expects 30 million USD turnover this year. Andar will develop overseas market such as China and other Asian countries beginning this year.