

NEWS FOR SPRING/SUMMER 2018 · UPDATE ON WHAT'S NEW IN THE MARKET

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



Polygiene in denim for first time

Polygiene expands in Asian market with World Group

World Group is one of the dominant Asian houses of brands with big scale production capacities, thousands of retail stores throughout Asia and online shops with a global reach.

Polygiene's Stays Fresh Technology is now integrated in six of World Group's brands, including The Shop TK, and they are scaling up the use of Polygiene both in volume and in new product segments. The Shop TK is the first brand in the world to integrate Polygiene's odor-control in denim. The Shop TK has sold Polygiene treated apparel since 2016 and has substantially increased both volume and the line-up of Polygiene items for this season. The big news this year for the Spring and Summer collection is Polygiene treated jeans.

Wear More. Wash Less®



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Wear More. Wash Less®

WEAR MORE. WASH LESS® IS THE BEST WAY TO TREAT DENIM – THE LESS YOU WASH, THE MORE SHAPE, COLOR AND TEXTURE OF YOUR JEANS STAY INTACT – WEAR MORE. WASH LESS®.

Partners

Polygiene breakthrough – now in

adidas footwear

adidas Terrex CC Voyager with Polygiene Stays Fresh Technology was launched on February 1, 2018. A partner of Polygiene since 2014, adidas now extends their range of Polygiene-treated products to its Terrex outdoor footwear collection. "Smelly shoes is a problem almost everybody has experienced, and our odor control treatment is the solution. The footwear segment is prime for Polygiene, and the launch of adidas footwear marks an important milestone." Says Haymo Strubel, Chief Sales Officer Polygiene. [Read more](#)



IN 2016 ADIDAS PRODUCED APPROX. 360 MILLION PAIRS OF SHOES WORLDWIDE AND IS THE SECOND LARGEST IN SPORTS SHOES IN THE WORLD. IT IS ESTIMATED THAT OVER 1,7 BILLION PAIRS OF SPORTS SHOES WERE SOLD IN THE WORLD IN 2016

Polygiene in adidas Alphaskin

Our Stays Fresh Technology is also featured in the new generation adidas Alphaskin sport tights and t-shirts both for men and women. To review the full collection, please click on the links below.

[In English](#)

[In German](#)

[In Swedish](#)



HUSHUSH COMFORTABLE SUMMER WEAR WITH POLYGIENE STAYS FRESH.

Japanese ladies and kids brand HusHush starts with Polygiene Stays Fresh Technology

The brand is run by Style Force, one of over 60 brands owned by the World group, with presence in their own retail and online store-fronts in Japan and Asia. Six pieces of lifestyle items were launched in May and will be available in 150 stores in Japan and online. [Read more](#)

Korean Golf brand Superior

Among the most well known golf brands in Korea, Superior, will launch four t-shirt styles with Polygiene for the Spring and Summer 2018 collection. [Read more](#)

Polygiene in socks from Taiwanese designer brand Leeds weather British Design

This designer sock brand operating through its online website will launch Stays Fresh socks for FW 2018. [Read more](#)

Duluth Trading – Lifestyle wear and “hardgear workwear” now Stays Fresh

The company from, Duluth, Minnesota who is known for making garments that are field tested and designed by real tradesmen and women, will now include Polygiene Stays Fresh Technology.

The company has a successful omnichannel strategy with over 30 own retail stores across the US and a strong online presence. The Spring and Summer collection will have Polygiene Stays Fresh Technology in a number of styles such as the Breeze Shooter Boxer Brief and the Alaskan hardgear silverstrike long sleeve shirt. For the Fall and Winter 2018 collection, new treated styles will be added.

[Read more about Breeze Shooter](#)

[Read more about Silverstrike](#)



MALOJA'S NEW SEAMLESS COLLECTION IS IDEAL FOR RUNNING, CROSS-TRAINING OR JUST HANGING AROUND.

Polygiene to provide odor-control to Aigle by Lacoste Japan

Polygiene Stays Fresh Technology will be included in a range of t-shirts from the premium brand Aigle, starting with men's and women's logo t-shirts in Aigle's Spring and Summer collection 2018.

Maloja – New seamless technology launch with Polygiene Stays Fresh technology

Seamless, fast drying, multisport jerseys and pants with high freedom of movement and a special design for men and women launched for the Spring and Summer 2018 season.

[Click to view collection](#)

Organic Basics – Sustainable Fashion?

This highly successful Kickstarter project from Copenhagen, is now launching version 2.0 with Polygiene and is aiming to tackle the fashion industry. [Read more](#)

Airinum Mask

The Swedish brand launches Polygiene Stays Fresh Technology in their designer air pollution mask. [Click to know more](#)

British outdoor brand Alpkit

Alpkit launches new technical baselayers for running, biking and trekking with Polygiene Stays Fresh Technology. [To see collection](#)

Sportsella Digital Retail Training Launch

In Germany, a digital retail training project has started with Sportsella. The company works with several of our brand partners, that gives great synergies as the retail personnel doing the training will get information on Polygiene from our partners as well. The project started in April and until today, 161 retailers and nearly 700 retail staff have done the training.



FOR USERS IN POLLUTED CITIES AROUND THE WORLD.

Events & Shows

Henri Lloyd and Polygiene – Team Sky Launch!

From 2018 to 2020, Team Sky riders, arguably one of the top cycling teams in the world, and support staff will be kitted out in the latest product technology from the Henri Lloyd Sport collection. Polygiene Stays Fresh has been chosen as a technology partner for the launch of the Team Sky Collection, a road bike garment collection as part of their Henri Lloyd Sport range; a new range of high performance multi-activity sportswear.

According to the Henri Lloyd site, Polygiene Stays Fresh offers optimum pre, during and post activity performance.

Click to view the entire [Collection](#) and to read the [Henri Lloyd Journal](#) on the new launch!



TEAM SKY COLLECTION IS PART OF THE HENRI LLOYD SPORT RANGE.

2XU – ISPO media event

On Tuesday, January 30th, during the ISPO trade show, 10 representatives of British and German media joined 2XU and Polygiene to participate in a morning run and HIIT training followed by breakfast and a great personal testimonial from Jamie Hunt, Co-Founder and Head of New Technologies at 2XU, on why he chose to start working with Polygiene. The participants were given a Polygiene treated 2XU kit to test during the run.

[Read editorial coverage from an attending journalist](#)

[Link to Polygiene GHST Tee](#)

“I’ve used Polygiene before in one or two items, but it’s always good to see it work in something different. I’ll put my hands up and say that since the run, I haven’t actually washed the kit, and I must’ve worn it for about 5 separate workouts now. But it genuinely still seems fresh!”

Will Renwick, Outdoorsmagic.com



UK BRAND, MONTANE LAUNCHING THE NEW POLYGIENE TREATED VIA TRAIL SERIES.

Montane & Polygiene - VIA Trail Series Launch

On Wednesday, March 28th, ten journalists headed to Kendal, in the Lake District. The one-day event comprised of presentations on the new Polygiene-treated Montane VIA Trail Series followed by a 10 km trail run led by Montane-athlete Debbie Martin-Consani. During the run the participants could test a Polygiene treated Montane kit in real life. [To see collection](#)

“This Spring, we worked with several brands to organize some great media events with our PR firms that highlighted with journalists both the functionality of Polygiene Stays Fresh Technology and our best-in-class brands. Making both the brand and Polygiene winners!”, says Nick Brosnan, Operational Marketing Manager Europe Polygiene.

German PR win with Maloja jersey and Polygiene

Blogger “Cycling Claude” takes on the sniff challenge and highlights the Wear More. Wash Less® message in a blogpost where he rides to work in the same Maloja jersey for several days.

[Read more about “Cycling Claude” and Wear More. Wash Less®](#)

“On the second and third day, I rode to work and back for an hour each way. Even though the jersey hung in the stinky drying room for both those days, the smell afterwards was as fresh as it was after the first training session.”

“Cycling Claude” Walter

To register for newsletters and reports on Polygiene: [Clik here](#)

Polygiene wishes you a happy, sunny and sweaty summer!



Polygiene®
STAYS FRESH