

## **S.M. Group launches Denimmune fabrics, treated with Polygiene ViralOff®**

The Pakistan-based manufacturer of denim presented the new textile product at Denim Expo recently. The production is already rolling and the order value for Polygiene is estimated at 5 MSEK annually.

As consumer we tend not to see them, but S.M. group is one of the “unseen heroes” in the fashion industry, the textile makers who manufacture for the well known consumer brands. S.M. has during the years created many innovative denim ranges like DNA, Denovation and Feather Lite, but this is the first antimicrobial protection range.

"It's the need of the time, we have foreseen the future quite early during this catastrophe and decided to convert it into an opportunity as well as a way to express our responsible attitude towards global community. Its the new normal, we understand that and thus we decided to diversify our product range into something which people would appreciate. Its a way of getting along in this new normal balancing caution, precaution and fashion altogether. We reckon our message of hope travels far and wide through our product and become a way to cater to the present needs of global community” says Asif Merchant, founder of S.M. Group.

“The ViralOff treatment is a triple benefit on denim really. First, it of course eliminates viruses as a reason to wash needlessly. Second, it reduces all microbes which means you have to wash it far less for odor and other reasons – this ensures better wear-in, fit and color durability. And, all of this means jeans will last way longer than today. All of this is a sustainability offer with significant impact” says Vishal Bandhari, business director for Polygiene.

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

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### About S.M Group

The S.M. Group was incorporated in 1975 and has progressed from being an exporter of flannel fabrics to being recognized as one of the leading manufacturers of denim fabrics. The Group has an annual export volume in excess of USD 50 million. The Group has a network of offices in Pakistan, Bangladesh, Turkey, U.A.E, Europe, UK and U.S.A. Leading and prominent buyers from all over the world including

Canada, USA and Europe constitute the S.M. Group's global clientele. <http://smgroup.com.pk/>

#### About Polygiene

As the world leader in stays fresh and odor control technologies, we want to change the way we view clothes - from fast consumables to durables. We treat clothes, home products and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 140 global premium-brands have chosen to use the Polygiene brand with their products. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: [www.polygiene.com](http://www.polygiene.com).

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