

New faces at Polygiene as the innovative brand continues its expansion in the US

Polygiene® is delighted to welcome two new colleagues as part of the Polygiene Group™, to expand the brand's influence in US markets.

As part of their ongoing strategy to expand the Polygiene brand into the North American market, Polygiene Group has bought long-term distributor Biomaster US, as has been communicated earlier. Not only does this major acquisition give the business a strong foothold in the US, but it also means they can welcome Biomaster US CEO, Charlie Matthews as part of the team. Charlie will spearhead the business' expansion into the US marketplace, particularly the lucrative hard surfaces sector.

"We are very pleased and excited to join the Polygiene Group," comments Charlie. "Thanks to their global sales, technical, and marketing support, we are confident that our US market presence will greatly expand upon the base of business that we have already established, creating a dynamic new future," he added in connection with the acquisition.

Also welcoming Bart Kennedy as Commercial Director

The second high-profile name to join the Polygiene Group is executive Bart Kennedy. Joining the company from Microban™, Bart brings significant industry-specific experience to the role and a passion for driving change through sustainability.

Bart has worked in the global anti-microbial market for many years, specializing in sales and marketing leadership. "With a real passion for our core value – sustainability – we feel that Bart is an excellent fit for Polygiene," comments Ulrika Björk. "A sustainability advocate with an admirable sales track record, his passion for innovation in this field, coupled with his ability to nurture relationships with global brands, is a real boon for Polygiene," she concludes.

Bart was appointed October 1, 2022.

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ABOUT US:

Polygiene Group™ is the global leader in antimicrobial technologies and odor control solutions. We treat hard surfaces and textiles to ensure that your products are better protected and remain more hygienic, and you remain confidently fresh and odor-free. As the ingredient brand of choice, we work with over 500 global premium brands within our business areas of Product Protection and Freshness. We provide a wide range of technologies that increase the value of our customers products and enable consumers to live a more mindful life. We offer solutions and treatments for products with technologies such as: OdorCrunch, StayFresh, ScentMaster, ViralOff, BioMaster and VeriMaster. Polygiene Group is listed on the Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com