



PRESS RELEASE

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Sitka duplicates previous success with Polygiene-treated hunting apparel for men and launches matching line for women

Drawing from its success with hunting apparel for men with ultimate scent control, Gore-company, Sitka Gear, launches new women's-specific technical hunting apparel utilizing Polygiene. The new performance layering system is designed and tested by women for women.



The new line, which includes both the Elevated II™ as well as the newly developed Gore Optifade™ Subalpine concealment patterns. These will have new integrated female-specific technologies and fit as well as Polygiene Odor Control Treatment providing the ultimate in visual as well as scent concealment.

Sitka Gear began producing top-end men's hunting apparel in 2005, but this spring they will be offering a women's-specific line for the first time. "We are excited to see that more and more women are hunting. With the understanding that there was an unmet need for premium women's gear, we've designed a line of products to ensure that women hunters are experiencing the same quality we produce for other audiences," said David Brinker, Big Game Manager at Sitka Gear. This is great news for women who take their hunting seriously and understand that fit and performance are as important in their apparel as it is in their rifle or bow.

Sitka is expanding their use of Polygiene into their new women's apparel line. Polygiene is a recycled, silver-based, permanent addition to the product and never needs "recharging". It is guaranteed to be scent neutral for the life of the product. This isn't scent-masking, this is scent elimination.

Polygiene's CEO, Christian von Uthmann says, "Polygiene is excited to be included in Sitka's new line of women's technical hunting apparel. We feel that Sitka's premium Camouflage paired with the scent control from Polygiene will give hunters every advantage they need for success."



Bozeman-based Sitka Gear is recognized for its commitment to continually improving the hunting experience and supporting wildlife conservation. Sitka Gear, the leader in performance hunting gear, is introducing its GORE™OPTIFADE™ Subalpine concealment pattern available in both the men's and new women's lines. The Sitka Women's Line will be available for pre-order exclusively at <http://www.sitkagear.com> on March 15, 2017.

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For press images and more information visit <http://ir.polygiene.com/en/press/>.

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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 Stay 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 Sitka Gear

[Sitka Gear](#), based in Bozeman, Montana, created and leads the technical hunting apparel category. The company is recognized for its commitment to continually improving the hunting experience and supporting wildlife conservation. Sitka Gear products work together in systems, and each piece is designed and tested by the company's core hunters, athletes, and ambassadors. Sitka Gear is owned by W. L. Gore & Associates, an advanced materials company well known for GORE-TEX® fabrics and many other industry-leading innovations that provide durable comfort and protection to outdoor enthusiasts. Go to sitkagear.com to learn more about how Sitka Gear helps the driven focus on their pursuits.