

# THIS IS POLYGIENE

»We want to change the way  
we view clothes – from fast  
consumables to durables«



**Polygiene®**  
STAYS FRESH

WE MAKE SURE GARMENTS,  
FOOTWEAR, GEAR, AND TEXTILES  
STAY FRESH AND LAST LONGER.  
IT IS NOT JUST A FUNCTION OR  
A TECHNOLOGY...

IT IS AN ADDED VALUE AND  
A PROMISE!

Polygiene's job is to eliminate odor in different ways, using methods that are gentle on people and the environment, either by stopping the growth of bacteria or by capturing and breaking down odor molecules – so you get fresh-all-day confidence, can use your products more and wash them less.

This is part of the solution to one of the big environmental challenges. With no odor and less washing, you save water, energy, time and waste – and not least, the product itself.

**Polygiene** does not manufacture garments or products, but works with well-known global high-end brands in the Americas, Europe, Asia and Oceania, within sport, lifestyle, fashion, work wear, footwear, and home design, among many other segments. Polygiene has a strong heritage from the care industry, and is listed on Nasdaq First North Growth Market in Stockholm, Sweden.

»We want you to wear  
clothes more than once  
before washing. We  
know it works – try it!«





90% Admit odor can ruin their self confidence

Consumer studies\* show that nine out of ten consumers say their self-confidence goes down when they do not feel fresh, regardless if someone else has pointed it out or not. When asked what is the biggest turn-down on a date, body odor comes up first.

45% Have discarded products after washing due to odor

Washing garments at 40° or even 60° C, will not stop bacteria from growing – the odor will come back after every wash meaning a lot of unnecessary waste of fully functional products\*.

72% Are willing to pay more for an odor-free product

According to studies, consumers perceive an increase of value of 20-50% on a product, if they know that the product will stay fresh, can be washed less and therefore gets a longer life\*\*.

\* As per market studies commissioned by Polygiene.

\*\* As per 2017 market research commissioned by Polygiene (4,000 consumers in US, UK, DE and JP).

## FRESH ALL-DAY-CONFIDENCE NO MATTER WHAT

### A SOLUTION TO A MAJOR PROBLEM

Nine out of ten consumers say their self-confidence goes down when they do not feel fresh. We have a solution to this problem, and we can show that it adds value to your products and boosts the consumer's confidence. In addition, we have the proof that consumers want it and are ready to pay for the added value. This is proven by market research\*\* and documented increased sales for our partners.

**In-depth consumer research** – Polygiene performed research on Polygiene Stays Fresh functionality and added value to a product\*\*. It showed a 20%–50% increase of value of a product, when it included the branded message and performance of Polygiene.

**Real life partner cases** – Partners show increased sales both in retail and online when the branded message and performance of Polygiene Stays Fresh technology is communicated.

**CASE 1** – PARTNER'S SALES INCREASED BY 13.3% (YEAR OVER YEAR) WITH THE ONLY ADDITION OF POLYGIENE STAYS FRESH TECHNOLOGY WITH THE PRODUCT.

**CASE 2** – PARTNER EARNED A 230% DIRECT SALES RETURN ON THE MEDIA SPENT ON SOCIAL MEDIA. (FOR EVERY € SPENT – SALES FOR 2.3€).

**Market research on brand knowledge** – Shows that over 5% of consumers globally have brand knowledge\*\*, which means that consumers can describe correctly what the Polygiene brand stands for.



## SUSTAINABILITY

### WHY THIS IS GOOD FOR THE WORLD – AND YOUR BRAND

The UN estimates that the textile industry has a greater climate impact than aviation and shipping combined. The industry is still working on ways to reduce the impact. As we see it, we are part of the solution to one of the major environmental problems. By changing the way that we define garments – from consumables to durables, we can avoid »fast fashion«.



A fresh product is washed less. That is a major contribution if you want to reduce the environmental footprint during a product's life cycle. Consumer use stands for the majority, approximately 2/3, of the environmental footprint of a garment.

We can reduce the environmental impact of a garment or a product, save time and also get an item that lasts longer. We will save water and energy, reduce general pollution and microplastics, if we wash less. In addition, we save CO<sup>2</sup> and get less textile waste. In short, the way you treat your garments will make a difference – **Wear More. Wash Less.**

# 60%

»Compared to 15 years ago, we buy 60% more garments and throw them away almost twice as fast«<sup>\*\*\*</sup>





→ TOAD & CO



→ SCHAUFENBERGER



## WE GIVE YOU THE TOOLS TO TELL YOUR SUSTAINABILITY STORY

**All partners are free to use and spread the sustainability stories of Polygiene in their own communication:**

- Pre-packaged stories on sustainability, water preservation, fewer microplastics and traveling light. New stories are being developed and published continuously.
- Pre-packaged stories on the impact of consumer use of garments. Care instructions. How to act responsibly when purchasing garments or products. Checklists on what to do to reduce the environmental footprint of a garment or an item etc.
- We actively work to spread global findings, studies and articles on changing consumer behavior in our vulnerable industry.

- Polygiene has the approvals and certifications relevant for the textile industry: EPA, BPR, REACH, Bluesign® (system partner), and Öko Tex Eco Passports.
- All treated garments can be recycled with the Common Threads and the Eco-Circle programs, for example.
- We are a member of the Sustainable Apparel Coalition – working for a more sustainable apparel, footwear and textile industry.



## CO-BRANDING

### COMMUNICATES THE ADDED VALUE

As our partner you get solid co-branding and marketing support from us and you can add significant claims to your brand with the Stays Fresh and Wear More. Wash Less messages. Last but not least, we want to ensure that you get increased sales thanks to Polygiene. To increase awareness and sell-through we offer a number of tools:

#### BRANDING PACKAGES

It starts with clear and simple marking. It's how cobranding works. The added value needs to be clearly communicated. Preferably with both a hangtag and a permanent mark.

**Hangtags** that stand out in retail, following the strict requirements of the EU regarding language adaptations, and with a QR code linking to translations to over 25 languages.

**Textile labels, care labels, and transfer prints** – A permanent mark on the product, all to remind the consumer why this product stays fresh and can be washed less. The aim being that they will “look for the hand” when they are searching for new clothes, footwear, gear or home textiles.

**Hangers and POS material** for visibility in retail etc.





→ FILM BY ROCKAY

**ODOR-FREE**  
**TREATED WITH POLYGIENE**  
**STAY FRESH TECHNOLOGY**

→ CINEMA COMMERCIAL JAPAN

「地球」にしかない、ポリジン加工

**汗をニオイにしない服。**

7/19(金) - 7/25(木)  
期間中、接客の手形を見せると、「トートバッグ」プレゼント!

先着順

THE SHOP TK

→ SOCIAL MEDIA SALES CAMPAIGN WITH DAKINE



→ BLOGPOST BY FLYFLOW

**FIGHT STINK, WASH LESS WITH**  
**POLYGIENE**

## SMART MARKETING PROGRAMS FOR INCREASED SALES

### MARKETING PACKAGES

We also provide you with a number of sales tools to support you in reaching your sales goals.

**Online co-marketing** setup to drive traffic to your retail, campaigns spread on social media with co-branded message linking to the brands own e-stores.

**PR, activities and events** as well as POS material for retail, brand sites and online retail. Digital material to support and deepen your story. This could be films, illustrations, tech texts for your website and e-store, among many other tools.

**Digital tools for educating your retail** – educational films that retail personnel can watch on their phone when it suits them.

**A global pool of experience and partnership** – our experience comes from many years of cooperation with global brands in different segments and markets, which we are happy to share.

**CASE 3** - PARTNER SHOWED INCREASED SALES IN RETAIL. AN +8% GROWTH IN SALES WITH THE STORE THAT HAD BASIC POLYGIENE POS MATERIAL VERSUS THE STORE THAT DID NOT COMMUNICATE ANYTHING ADDITIONAL.



## A RELIABLE SUPPLIER JUST PRESS THE »EASY BUTTON«

**We make sure that production with Polygiene runs smoothly. The technical support team has a global reach. They monitor deliveries, give technical support and can advise where necessary. Our technologies are as green as possible, using methods that are gentle on people and the environment.**

- Polygiene can be co-applied in most common textile processes, the technical support team works closely with mills to investigate and advise on application points where no extra process step is required. We educate and measure your suppliers, with continuous Quality Assurance and Partner certification programs.
- Our technologies are manufactured in the EU with minimal use of resources and in accordance with strict environmental regulations.
- The Polygiene performance is independently tested and certified in laboratories around the world.
- Our team makes sure that global regulations are followed into every detail, and we follow the regulatory developments closely so you can stay confident that you do not need to take any risks.
- The company has a strong heritage from the care segment, which means that the technologies have passed numerous tests for these demanding environments.



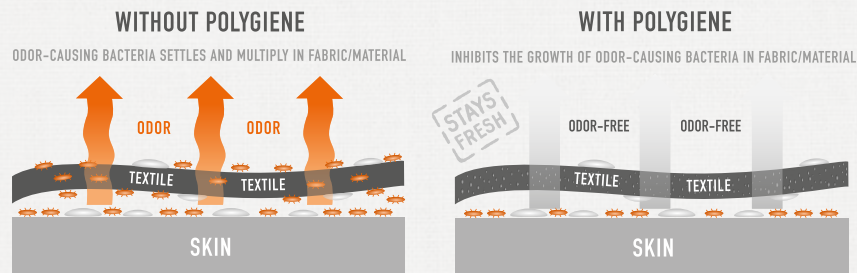
»Every year, 14 garments are made and about 10 kg of textile is discarded – For every person on earth«<sup>\*\*\*</sup>



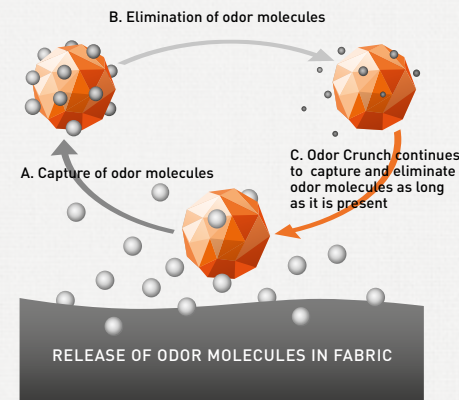
# OUR TECHNOLOGIES AND HOW THEY WORK

Today we have two different technologies, as well as a combination of the two. We are constantly working on new and developed solutions to fulfill and broaden our overall promise of Polygiene Stays Fresh and Wear More. Wash Less. More technologies are on the way.

**1. Polygiene Stays Fresh Biostatic technology – Odor control based on a silver salt solution.** Put on a t-shirt and bacteria soon start thriving and multiplying which makes the t-shirt smell. Any attempt to hide, delay or absorb odor will fail unless you deal with the basic problem: bacterial growth. This odor-control technology inhibits the growth of odor-causing bacteria and stops the odor at the source, permanently.



**Polygiene Stays Fresh Biostatic technology** inhibits the growth of odor-causing bacteria and, stops the odor at the source, permanently.



## POLYGIENE® ODOR CRUNCH®

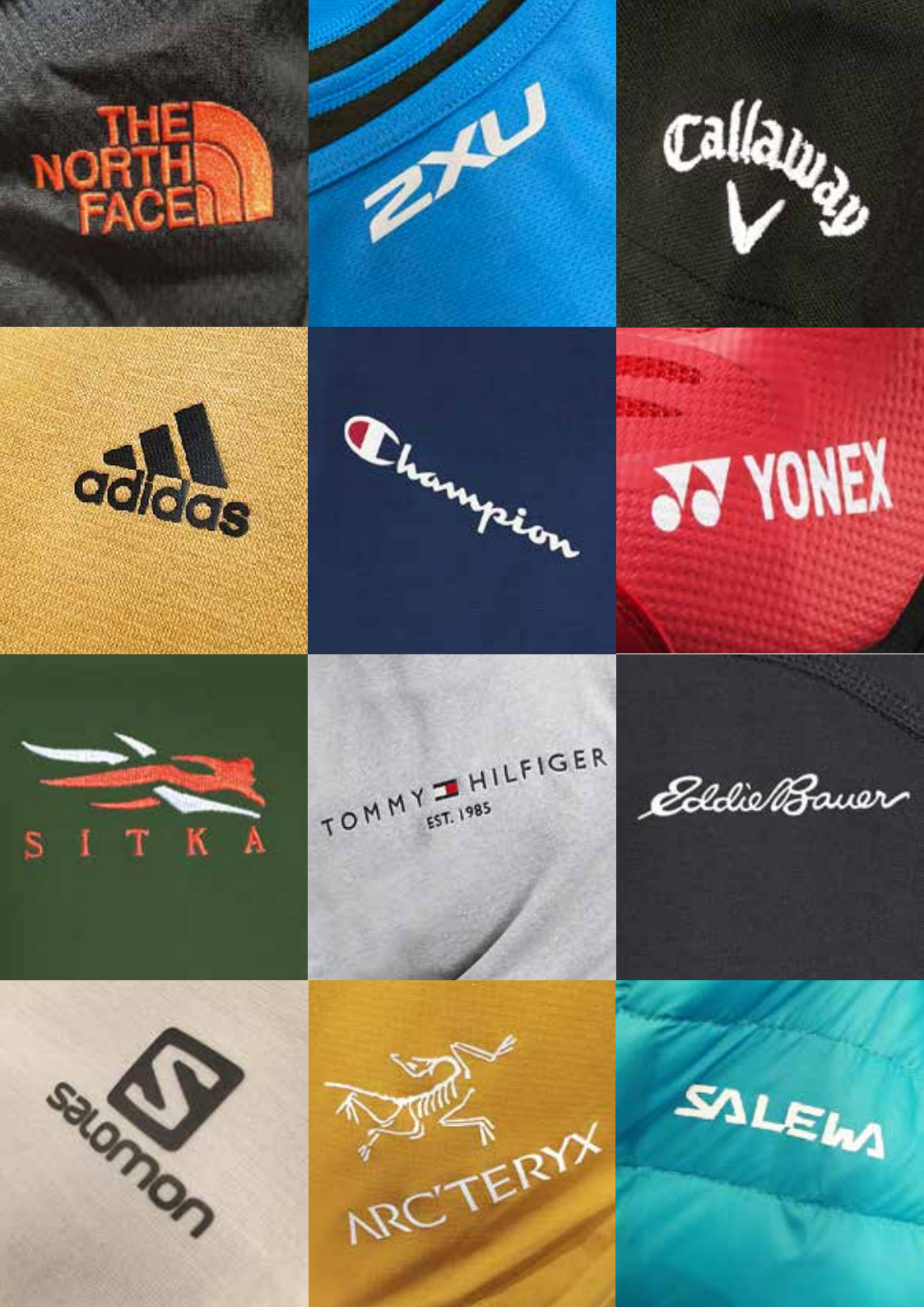
**Polygiene Stays Fresh Odor Crunch technology** uses a catalytic process to capture, and break down odor molecules to smaller odorless particles.

**2. Polygiene Stays Fresh Odor Crunch technology – Odor control based on a sand and water solution.** Environmental odors such as cooking fumes and cigarette smoke tend to stick to your garments. To stop this, we have developed the Odor Crunch, which consists of silica, the main ingredient in sand, and water. Once the odor molecules have stuck to the modified silica particles in Odor Crunch, they will be crunched and cracked to smaller odorless molecules and the odor is permanently eliminated.\*\*\*\*

**3. Combination of the Stays Fresh technologies.** In most cases, combining these two technologies – stopping the growth of odor-causing bacteria and cracking environmental odors to stop the offensive odor – will be the most efficient solution and truly keep the stays fresh-promise. Products and garments will feel fresh and clean despite sweaty conditions and smelly environments.

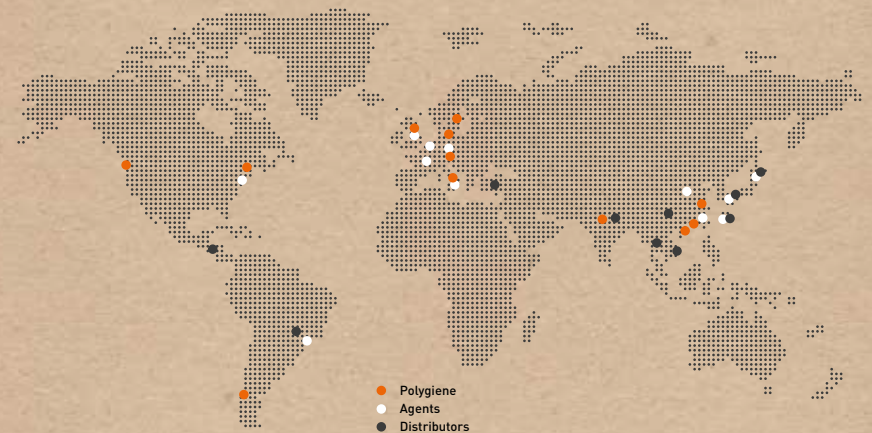
\*\*\*\* Winning the Scandinavian Outdoor Group (SOG) Sustainability Award 2019





## GLOBAL PARTNERS

HIGH-END BRANDS IN AMERICAS,  
EUROPE, ASIA AND OCEANIA  
WITHIN SPORT, LIFESTYLE,  
FASHION, WORKWEAR, FOOTWEAR,  
AND HOME DESIGN – AMONG MANY  
OTHER SEGMENTS. TO SEE THE  
FULL PARTNER LIST GO TO OUR  
WEB: [POLYGIENE.COM/PARTNERS](http://POLYGIENE.COM/PARTNERS)



Polygiene is global, visit our website to find where you'll find us, or send us a mail.





**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.

**[polygiene.com](http://polygiene.com)**



↑ SCAN TO READ



Compensated according  
to ClimateCalc.  
[www.climatecalc.eu](http://www.climatecalc.eu)  
CC-000093/SE

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**Polygiene®**

STAYS FRESH