



OrganoClick appoints marketing manager

OrganoClick has appointed Elisabet Heinrich for the new role as marketing manager and member of the management team of OrganoClick. Her responsibilities will include marketing, brand strategy and brand management of the company's brands targeting both consumers and industrial customers. Elisabet has more than 10 years of experience from marketing and brand management and is currently working as *Nordic Group Product Manager* at Arvid Nordquist AB.

Elisabet has an MBA in International marketing & Law from Stockholm University and has more than 10 years of experience of marketing and brand management. Previous experiences include the role as *Nordic Group Product Manager* at Arvid Norquist with responsibility for their product portfolio of food, beer and wine including brands such as Kelloggs, Pringles, Tabasco, and DelMonte. Prior to Arvid Norquist, Elisabet served for six years as *Scandinavian Product & Brand Manager* for Orion Pharma's non-prescriptive products such as pain killers and skin care products which were sold through pharmacies.

"We are very happy to welcome Elisabet to OrganoClick. Her experience from marketing and brand management of both consumer products as well as more technically advanced products will be very valuable for the further development of OrganoClick's brands targeting consumers or B2B", says Mårten Hellberg, CEO OrganoClick.

"I am very happy about the confidence given and the challenges ahead. My commitment is to sustainable enterprise from an economic, social and environmental perspective, and I am proud to work in a business where this goes hand in hand. Now all of us at OrganoClick will continue the journey together with consumers and our customers to bring better and more environmentally friendly products in the wood, textile, fiber composites and paper products to the market. I am really looking forward to tackling these challenges together with colleagues and management", says Elisabet Heinrich.

Elisabet will start her role as marketing manager and member of the management team 1 March 2016.

For more information, please contact;

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About OrganoClick

OrganoClick AB (publ) is a public Swedish cleantech company listed on Nasdaq First North. The company develops, produces and markets functional materials based on environmentally friendly fiber chemistry. Examples of products that are marketed by OrganoClick are the water repellent fabric treatment OrganoTex®, the flame and rot-resistant timber OrganoWood® and biocomposite materials. OrganoClick was founded in 2006 as a commercial spin-off company based on research performed at Stockholm University and the Swedish University of Agricultural Sciences within environmentally friendly fiber chemistry. OrganoClick has won a number of prizes, such as "Sweden's Most Promising Start -up" and "Sweden's Best Environmental Innovation", and has also received a number of awards, such as the WWF "Climate Solver" award and has also appeared for two years on the Affärsvärldens and NyTekniks list of Sweden's top 33 hottest technology companies. OrganoClick has its head office, production and R&D located in Täby, north of Stockholm. OrganoClick's Certified Adviser on Nasdaq First North is Pareto Securities AB.