

PRESS RELEASE

Malmö, Sweden, September 10, 2019

Polygiene Partners with UNTUCKit® to Provide the Ultimate Dress Shirt

Polygiene, the world leader in stays fresh technologies, is launching with industry leader, UNTUCKit® to further expand their position and leadership as a category disruptor in the dress shirt category.



UNTUCKit 
SHIRTS DESIGNED TO BE WORN UNTUCKED

The new Polygiene® Stays Fresh treated shirts will launch in September with UNTUCKit's Wrinkle-Free Performance collection with plans to continue expanding in future seasons.

UNTUCKit launched in 2011 by Chris Riccobono and is one of the fastest-growing retail brands in North America. There are more than 75 retail locations across the U.S. and Canada, and it has support from ambassadors like hockey legend Wayne Gretzky, New Orleans Saints Quarterback Drew Brees, NASCAR driver Chase Elliott, and Arizona Cardinals Running Back David Johnson. What differentiates UNTUCKit from other shirt manufacturers is their perfectly tailored fit when worn untucked, their use of technologies such as wrinkle free, moisture-wicking, and added stretch, and their 50+ fits for every shape and size.



“From the start, UNTUCKit has been about pushing the envelope and innovating men’s wardrobes,” says Björn Bengtsson, Chief Merchandising Officer at UNTUCKit. “With Polygiene, the shirts will keep you both sharp and fresh, in the office or at home.” With the addition of Polygiene Stays Fresh Technology, the user will have the added value from the global leader in stays fresh technologies to ensure confidence in daily wear against body odor. Clothes washed less often significantly reduce their environmental footprint, with a net environmental benefit if only one wash in ten is skipped.*

“We want to transform the way people think about clothes. UNTUCKit is a perfect partner to take these personal benefits and positive environmental effects into lifestyle and fashion,” states Ulrika Björk, CEO of Polygiene.

**Based on Polygiene LCA study, “Wear More. Wash Less@”*

About UNTUCKit

Created in 2011, UNTUCKit has given men a seamless way to look sharp and casual by creating shirts designed specifically to be worn untucked in more than 50 tailored fit options. Through the past 8 years, the brand has expanded to offering 13 product categories—ranging from T-shirts and polos to sports jackets and pants—in addition to a wide selection of shirts, dresses and blazers for women. UNTUCKit is dedicated to creating an unmatched shopping experience, with more than 75 physical retail locations across the U.S. and Canada, as well as the UK starting in Fall 2019.

For more information visit:

<https://www.untuckit.com>

<https://www.untuckit.com/products/allendale?variant=29629232054350>

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About Polygiene

Polygiene is the world-leading provider of odor control technology and stays fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 140 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North Growth Market in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Advisor.