

**PRESS RELEASE**

Malmö, Sweden, October 20, 2020

## **Sales blast for face covers from Stormtech with Polygiene antimicrobial technology**

**New Canadian partner Stormtech, with presence in Americas, Europe, Asia Pacific, Russia and Middle East, is launching face covers with Polygiene ViralOff® in the form of masks, gaiters and bandanas. The initial order is 500 000 pieces and demand for these masks and face covers has been high from the start.**



Stormtech has created a mask collection with the best in technical apparel paired with the best in protective face coverings. With distribution via outdoor retailers, major retailers and a direct-to-consumer website, Stormtech gets a global spread of its products.



“We have spent the last few months designing a mask that works for all-day wear, as well as high output activities. As we were looking for an effective solution to treat knit face coverings to enhance antimicrobial performance, we got in contact Polygiene via our UK customers that recommended ViralOff. After having done a subsequent study of the technology we decided to treat our entire collection of textile face covers with ViralOff”, says CEO Blake Annable from Stormtech.

“Stormtech is a great partner that has managed to design a face cover that works in all situations and that is ‘self-cleaning in regard to microbes’”, notes Polygiene CEO Ulrika Björk.

“With ViralOff, over 99% of the microbes in the textile are reduced within two hours, which means that you can let the product rest and within two hours it is good to go again. In addition, it also reduces the need to wash and makes the masks last longer”, Björk continues. “We are impressed by their product solutions and hope that we together can develop products that are smart, both for the user and the environment. And finally, their 1:1 initiative where they donate outdoor apparel to introduce youth to the outdoors, really makes a difference”, exclaims Björk.

*ViralOff protects treated fabrics from microbial contamination, but it does not protect against infection or disease.*

#### **About Stormtech**

In 1977 Blake Annable began designing and manufacturing sports equipment and apparel in Western Canada for specialty retailers and corporate clients. The company began as a small business venture and has grown to become a designer and manufacturer of extreme performance outerwear, waterproof bags and accessories with three international locations with distribution centers in Canada, USA, and United Kingdom with stocking distributors in Australia, New Zealand, Norway, Russia and the EU, and also overseas offices in Shanghai, Dhaka and Phnom Penh. Stormtech believes that an active, outdoor lifestyle can inspire, motivate and change lives. Through the 1:1 Initiative, Stormtech donates much needed outdoor apparel to partner organizations, to introduce youth to outdoor adventure. They want everyone to experience their love of the outdoors. This is why they will be donating 1% of its total global sales, in the form of much needed apparel to partner organizations. For more information: <https://distributor.stormtech.ca/pages/viraloff-landing-page>

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#### **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. For more information: [www.polygiene.com](http://www.polygiene.com). Erik Penser Bank AB acts as its Certified Adviser. Phone: +46 8- 463 83 00, e-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se).

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