

PRESS RELEASE

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Polygiene, Hiut Denim and intelligent jeans

The new partner Hiut Denim is launching their A-B commuter jeans in limited short runs with Polygiene® Stays Fresh technologies. The jeans come with commuter friendly reflective prints, they stay fresh, can be worn more and washed less - a common goal for both companies.



Hiut Denim is cooperating with Polygiene to get the added value of Polygiene Stays Fresh technologies making jeans stay fresh, eliminating odor-causing bacteria that sooner or later will be found in the jean, and odors coming from the surroundings, like a smelly restaurant or cigarette smoke. All with the aim to encourage people to try and go as long as they can without washing their jeans. And users can even join their No Wash Club, where the entry bar is set at a minimum of 6 months – all for the environment and for the perfect jean.

“We want to be as low impact as possible, and producing a stretch jean comes with impact. To help reduce this and improve the product, we have chosen to work with Polygiene. Their technology helps the customer Wear More Wash Less. We have chosen to use their BioStatic and OdorCrunch technologies to help improve the quality of the jean. We're looking at introducing this product onto other products”, says Clare Hieatt, Co-founder of Hiut Denim.

“This is a small up-and-coming brand that has set a very challenging goal - to make the best jeans and make them last as long as possible. We are happy to team up with them and see this as a long-term partnership that surely will get attention in the industry. In terms of sustainable use and life cycle analysis, we know that skipped washes will reduce the environmental impact considerably. Plus, it is an excellent example on how to change the way we view jeans and garments – from fast consumables to durables”, says Ulrika Björk, CEO Polygiene.

About Hiut denim

We make jeans. That’s it. Nothing else. No distractions. Nothing to steal our focus. No kidding ourselves that we can be good at everything. No trying to conquer the whole world. We just do our best to conquer our bit of it. So, each day we come in and make the best jeans we know how. Use the best quality denims. Cut them with expert eye. And then let our ‘Grand Masters’ behind the sewing machines do the rest.

There is a great deal of satisfaction to be gained from making something well, of such superior quality that you know it is going to stand the test of time. It makes the hard work and the obsessing over each and every detail worth all the effort. That’s our reward. That’s why we stick to just making jeans. Yup, we just make jeans. That’s all folks.

For more information: <https://hiutdenim.co.uk/>

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About Polygiene

As the world leader in stays fresh technologies, we want to change the way we view products – from fast consumables to durables. We treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 200 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, we now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com.

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