



Houdini new brand partner for OrganoTex® Textile waterproofing

The Swedish outdoor company Houdini has had a fast growth during several years, with their in-house designed outdoor garments, produced by sustainable materials. Houdini currently sells their products through their own shops, webshop, and shop-in-shops. Houdini now starts sale of ORGANOTEX® Waterproofing for consumers through their sales channels. The products will be part of Houdini's range of garment care products.



OrganoTex® textile impregnation has been developed during several years and had been designed for adding water repellency to textile fabrics as well as being biodegradable. The technology is based on OrganoClick's patented and awarded technology for modification of textile fibers and is completely free from perfluorinated compounds (e.g. PFAS), cyclic siloxanes, and isocyanates that are often used in current textile impregnations. Many of these compounds are suspected to be carcinogenic, hormone disruptive and are bioaccumulative.

"We are very happy for the collaboration with Houdini. In the outdoor-business, they are in the forefront in regards of sustainability and have been working actively with the chemical issue for several years. With Houdini as a new brand partner, we reach a group of outdoor enthusiasts for which the environment is important. As water repellency is a necessary property for outdoor garments, the consumer can now through Houdini's garment care program, pro-long the lifespan of their garments even more", says Märten Hellberg, CEO OrganoClick AB.

"We work extremely hard to make our garments circular and biodegradable. It's all about not leaving any footprint in the environment. With OrganoTex®, we have found a partner that thinks alike, and who's impregnations prolong the lifespan of the garments without damaging the environment", says Malin Wetterborg, Houdini.

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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®, green biocomposites branded OrganoComp®, biobinders for nonwoven materials and BLOkleen®s cleaning and maintenance products for house and home. 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 NyTeknik's 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 Erik Penser Bank.

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