



OrganoClick launches OrganoTex® Textile Waterproofing in Finland with Partioaitta as first reseller

OrganoClick has since several years supplied biodegradable industrial impregnation products for textiles under the brand OrganoTex®. In 2018, OrganoTex® was launched as a textile impregnation product for consumers used for making garments and fabrics water repellent. In Sweden, the products are sold by retailers such as Naturkompaniet, Alewalds, Skistar, Team Sportia, etc. The products will now be launched in Finland with Partioaitta, Naturkompaniets sister company as the first reseller.



OrganoTex® Textile Waterproofing Spray-On and Wash-In has been developed during several years and have been designed to give good water repellancy, yet being biodegradable. The product is based on OrganoClick's patented and awarded technology for modification of textile fibers and is totally free from the problematic perfluorinated compounds (PFAS), cyclic siloxanes and isocyanates that is often used in textile impregnations. Several of these chemicals are thought to be cancerogenic and hormone disruptive, as well as bioaccumulative in nature.

"We think it is very exciting to launch our products in Finland. With Partioaitta as our first reseller on the Finnish market, we reach exactly the group of environmentally conscious outdoor loving consumers that has a great need of water repellent garments but also want to take care of the environment", says Susanne Karlsson, Account Manager OrganoTex®, at OrganoClick AB.

Partioaitta is a leading Finnish outdoor retailer with 19 stores in Finland and is a part of the Fenix Outdoor group which also own brands such as Fjällräven and Tierra. OrganoTex® Textile Waterproofing Spray-On and Wash-In as well as OrganoTex® BioCare Sport textile wash and Wool & Down wash will be sold in all stores from May 2019.

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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 durable water repellent technology for textiles OrganoTex®, the biocomposite material OrganoComp®, surface treatment and maintenance products for villa and property owners under the brand BIOkleen®, biobased binder under the trade name OC-BioBinder™ and the flame and rot-resistant timber OrganoWood® (through the joint-venture OrganoWood AB). 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, listed as a SUSTAINIA100 company 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.