



## Denmark's leading outdoor retailer Friluftsland, new reseller of OrganoTex waterproofing

OrganoClick's brand OrganoTex will be launched in Danish Friluftsland 12 retail stores in January. Friluftsland is part of the Fenix Outdoor Group where OrganoTex is already represented with its range of PFAS-free, biobased and biodegradable textile- and shoe impregnation products through Naturkompaniet in Sweden and Norway, as well as Partioaitta in Finland. With Friluftsland as a new reseller, the international expansion of OrganoTex continues to Denmark in line with OrganoClick's expansion strategy.



"We are very much looking forward to initiating the collaboration with Friluftsland and thereby reaching a large target group of consumers in the Danish market, but also strengthening our position as a supplier to Fenix Outdoor", says Susanne Karlsson, Sales Manager for OrganoTex® at OrganoClick.

### About Friluftsland:

Friluftsland opened its first store in Copenhagen in 1980 and operates today 12 stores and 2 Fjällräven Brand stores and has been part of Fenix Outdoor since 2017. Fenix Outdoor is listed on the Stockholm Stock Exchange and owns other well-known outdoor chains such as Globetrotter in Germany, Naturkompaniet in Sweden, as well as outdoor brands such as Fjällräven, Hanwag and Primus.

### About OrganoTex:

OrganoTex® is a Swedish innovation based on a patented green technology inspired by the water-repellent properties of the lotus plant. The brand includes textile and shoe waterproofing, detergent products for functional garments and a industrial DWR. All products are PFAS-free and readily biodegradable – so nothing is left in nature. OrganoTex is owned, developed, and manufactured by the Swedish greentech company OrganoClick. For its green innovations, OrganoClick has won a number of awards. [www.organotex.com](http://www.organotex.com), [www.organoclick.com](http://www.organoclick.com).

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**About OrganoClick**

*OrganoClick AB (publ) is a public Swedish cleantech company listed on Nasdaq First North Growth Market. 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. OrganoClick's Certified Adviser on Nasdaq First North Growth Market is Mangold Fondkommission AB, tel: +46 (0)8 503 01 551, email: [ca@mangold.se](mailto:ca@mangold.se).*