



Italy's leading outdoor retailer SPORTLER, new reseller of OrganoTex

OrganoClick's brand OrganoTex is being launched in the Italian SPORTLER's network of stores and online platform during April.



With SPORTLER as a new retailer, OrganoTex continues its international expansion into Italy, aligning with OrganoClick's expansion strategy.

"We are very excited to initiate the collaboration with SPORTLER. We are reaching a large new audience of consumers in Italy and continuing to establish a broad presence in Europe. The demand for our products is significant, and this partnership further demonstrates that consumers are seeking Eco-labelled and effective products in textile and shoe impregnation," says Susanne Karlsson, Sales Manager for OrganoTex® at OrganoClick.

About SPORTLER:

SPORTLER is an Italian retail chain specializing in outdoor and sports equipment. Founded in 1977, the company offers a wide range of products for camping, hiking, cycling, and other outdoor activities. The chain consists of a total of 27 stores.

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, www.organoclick.com .

Contact:

Susanne Karlsson, Sales Manager OrganoTex at
OrganoClick, susanne.karlsson@organoclick.com, +46(0)721945272

<http://organotex.com/media-room/>

.....
For more information, please contact:

Mårten Hellberg, CEO

0707 - 16 48 90, marten.hellberg@organoclick.com

.....
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.