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Concept III Textiles to Market Polygiene Swedish 'Stay Fresh' Technology Now Available in North America

Red Bank, NJ – December 30, 2009 Concept III, the NJ-based textile developer/supplier has agreed to become the North American sales and marketing agency for Polygiene 'Stay Fresh' silver salt-based odor control technology.

Originally developed as an industrial antimicrobial application, Polygiene treated materials can be found in numerous markets from medical operating rooms to telephones to flooring. It was introduced to the European apparel market in 2006 and has since been adopted by dozens of prominent brands there. Polygiene AB was spun off as a separate company in 2006 by Swedish specialty chemical and engineering material giant, Perstorp AB.



Polygiene silver-based odor control technology lasts the lifetime of the garment.

Silver salt, the active ingredient in Polygiene odor control technology, is a highly effective, natural antimicrobial agent that eliminates 99.9% of microbes on treated textiles or materials for the life of the garment. Polygiene uses silver salts derived from recycled silver to deliver active silver ions that disrupt the reproductive cycle of microbes.

Keying off of its success in Europe, Concept III staff will now introduce Polygiene to the outdoor and active sports apparel and gear brands in the North American market at the upcoming Outdoor Retailer Show. In addition to presentations Concept III will supply customers a complete Polygiene retail marketing kit including hang tags, labeling and other point of purchase materials.

Concept III national sales manager, Chris Parkes says, "its European cachet and 'Stay Fresh' marketing materials give Polygiene an instant appeal, but it is its permanent odor control technology and cost-effective benefits for the consumer that are catching the eye of their brand customers." He also points out that, though Polygiene is most often applied during other fabric wet processes to save added costs, it can be applied at any point during manufacturing – from the fiber to even finished products.

On the safety and environment side, Polygiene not only holds Class I Medical approval for use next to the skin, but is bluesign® certified and Oeko-Tex® and EPA approved as environmentally safe throughout the process of its manufacture and use. By nature, Polygiene allows for less frequent washing and can be washed at lower temperatures, both of which contribute to longer garment life and environmental advantage.

"In our opinion, there isn't a garment or piece of gear that comes in contact with the body and perspiration that wouldn't benefit from being treated with Polygiene," says Parkes.

You can learn about Polygiene at the Concept III booth (#39051) at the Outdoor Retailer Winter Market show in Salt Lake City, UT, January 21-24, or by contacting Concept III at (732) 530-1976 or info@conceptiii.com.

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Concept III Textiles International is an inclusive resource for the development, sourcing, and production of fabric-based finished products worldwide for the active sports and outdoor markets. Headquartered in Red Bank, NJ in the U.S., it also has offices in five cities worldwide. For more information go to <http://www.conceptiii.com>

Polygiene AB is a worldwide supplier of antimicrobial solutions for thermoplastics, coatings, textiles and laminates. It is wholly owned by specialty chemical engineering company, Perstorp, AB first established in the 1880's and based in Gustafsborg, Sweden

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