



OrganoClick

*Performance materials.
Inspired by nature.*

Robin Grankvist

Business area manager

Textile and nonwoven



Agenda

- Why ppb are problematic for certain chemicals (i.e. fluorocarbons)?
- What OrganoTex is?
- How OrganoTex can help you achieve your sales/marketing goals?

Company Overview



- Swedish spin-off from Stockholm University and SLU in Uppsala
- Founded in 2006 around natural chemistry research with the aim to develop sustainable products with great performance.
- Headquarter, production and R&D facility in Stockholm, Sweden.

OrganoClick technology



Awards and Prizes



- 2007 - Awarded prize from King Carl XVI Gustaf's 50th anniversary fund for technology, science and environment
- 2008 - Appointed Sweden's most promising start-up
- 2008 - Sweden's Best Environmental Innovation
- 2010 - Appointed as a Climate Solver by the World Wildlife Fund – WWF
- 2011 - Appointed as one of Sweden's 20 most promising innovative companies by the Swedish Institute
- 2012 & 2013 - Appointed as one of Sweden's most interesting tech companies by NyTeknik and Affärsvärlden
- 2014 - OrganoTex®- appointed as one of the most interesting new materials at ISPO
- 2014 - OrganoWood® appointed as the "hottest new material" at Scandinavia's largest building fair Nordbygg

Business segments



Fiber Composites
& Paper Products



Functional Textile
& Nonwoven



Functional wood

OrganoClick® Technology

Water repellency / Mechanical strength / Fire protection / Fungal resistance



Skanska's head office with Organowood®



Molded cellulose-fiber coffin for Nyarp AB



rPES weave from Chang-Ho Fibers with OrganoTex®-treatment

Why care about parts per billion (ppb) of a fluorocarbon when there are other problems that can be counted in tones or barrels?

Many fluorocarbons (such as PFOA) are **persistent and bio-accumulative with known or potential toxic effect (PBT)**.

PBTs (like PFOA) **will not disappear** and with prolonged use, the concentration will continue to increase.

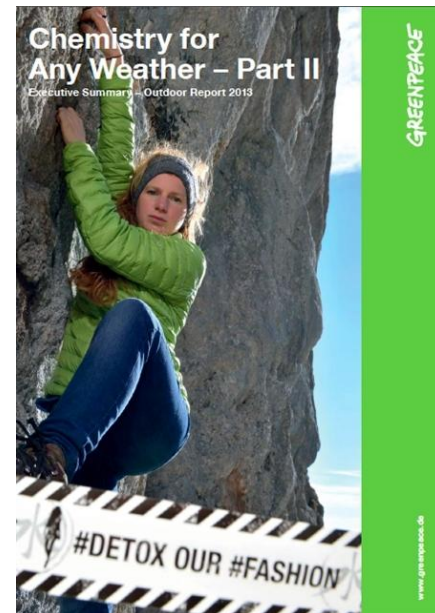
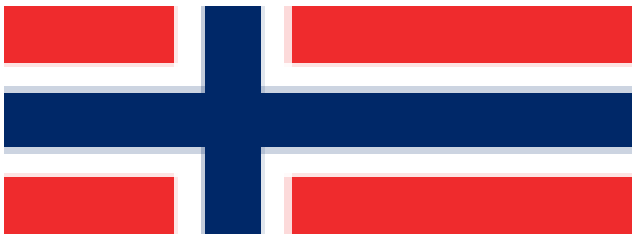
Eventually, the **concentration will be so high** that the toxic effects will become a major problem in certain ecosystems

When this happens, there is **no turning back** as they
(eg PFOA) won't degrade.

PBTs (like PFOA) must **be phased out** as a continued use, even on a ppb level, might give us problems that we cannot get rid off when the concentration increases.



And, people are listening.





So, what do people want instead?

We believe that people still want a great product.

But they will **never accept** that their favorite product ends up in the news as a potential polluter or a health concern.



**Biodegradable,
fluorocarbon-free
water repellent
technology**

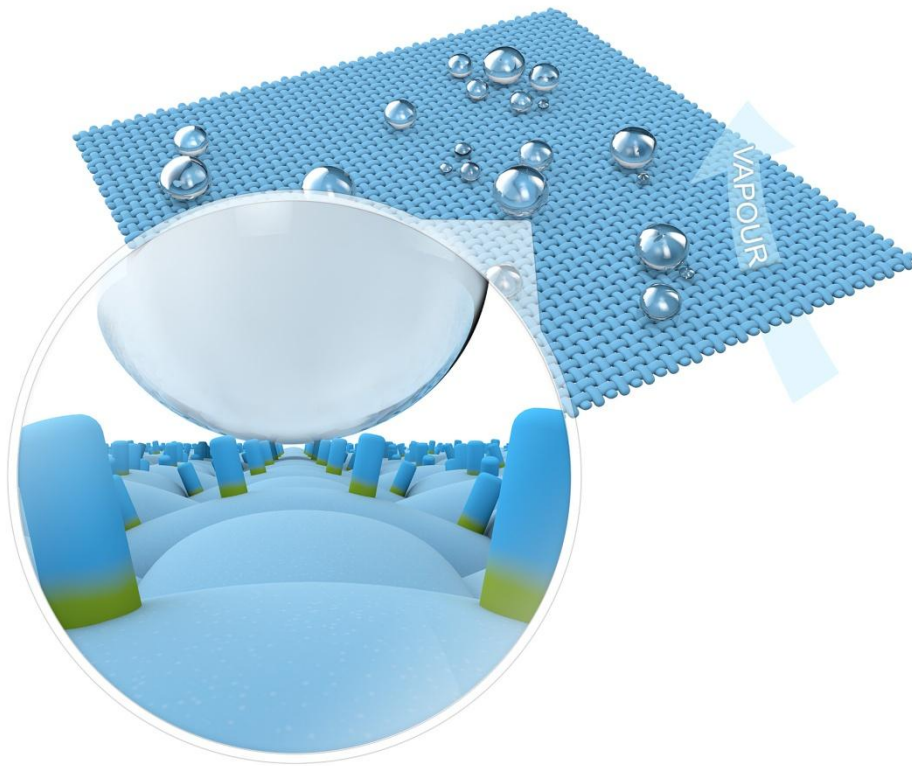
Development



- Outdoor brands wanted to phase out FC, but maintain high performance on synthetic fibers.
- OrganoClick had a FC-free water repellent for paper.
- Collaborative project between OrganoClick, Scandinavian outdoor brands and Borås University in 2012/13.



Technology



- A 3D pattern of organic polymers.
- They have two different ends:
 - one hydrophobic and
 - one reactive
- The hydrophobic end is phased outwards and creates the water repellent effect
- The reactive end is durably bound via the OrganoClick-technology using plant-based catalysts.
- The reactive end is biodegradable before it's applied to the fabric



Sustainability



- Fully fluorocarbon free
- Readily biodegradable (OECD 301)
- Non-harmful (REACH)



Function



- Excellent repellency against water and water-based stains
- Works well on PES, PA and blends
- Highly durable to home laundry
- Maintains the fabric's breathability



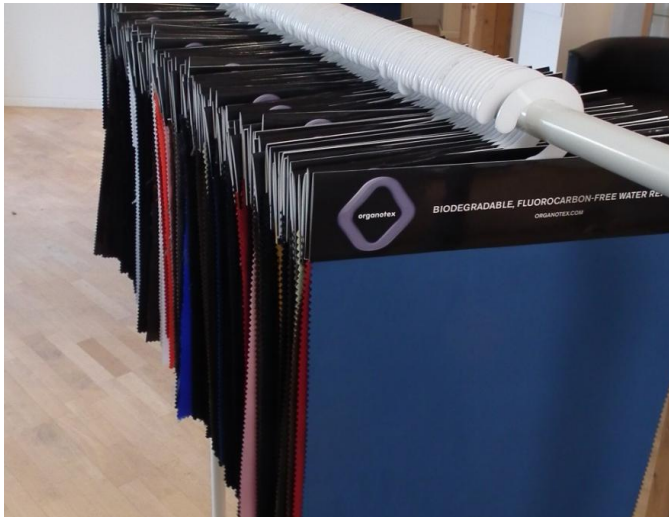
Status



- OrganoTex® was launched in 2013
- Implemented in a Taiwanese mill in January 2014.
- Now available in China and Taiwan
- Today ca 100 different weaves and knits have been produced in PES, PA, EL...



Sold as a treatment



- A water repellent treatment via selected partner mills
- Treated fabric is tested for FC and any residues are minimized.
- OrganoClick's chemists assist in the fabric development.



But it is **not enough** with a great water repellent treatment that a fabric manager can use with a “clean conscience”.

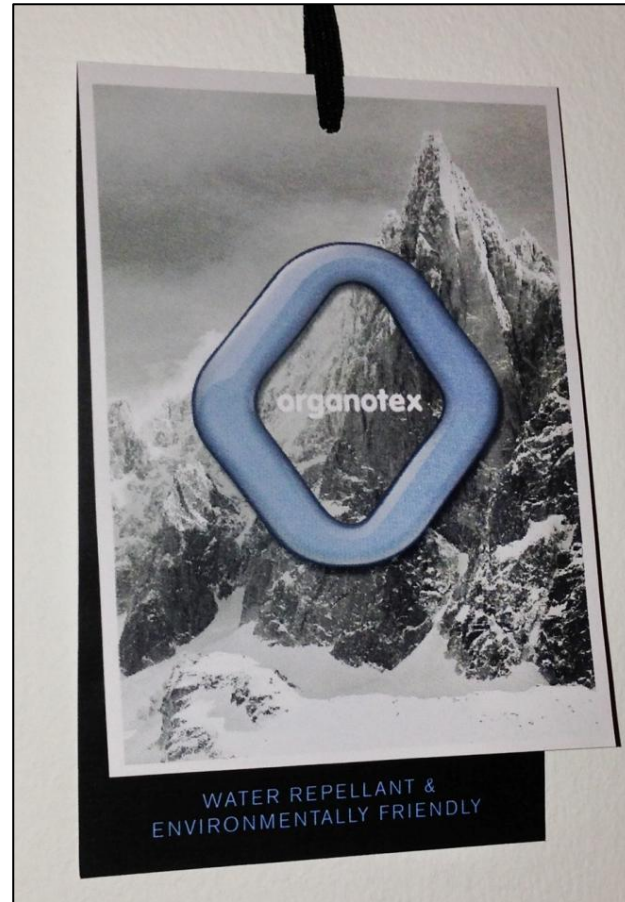
People **want to make good choices** and they need to learn about product benefits in terms of performance and sustainability.

Therefore we will provide brands with **communication tools** for assisting consumers in making good choices.

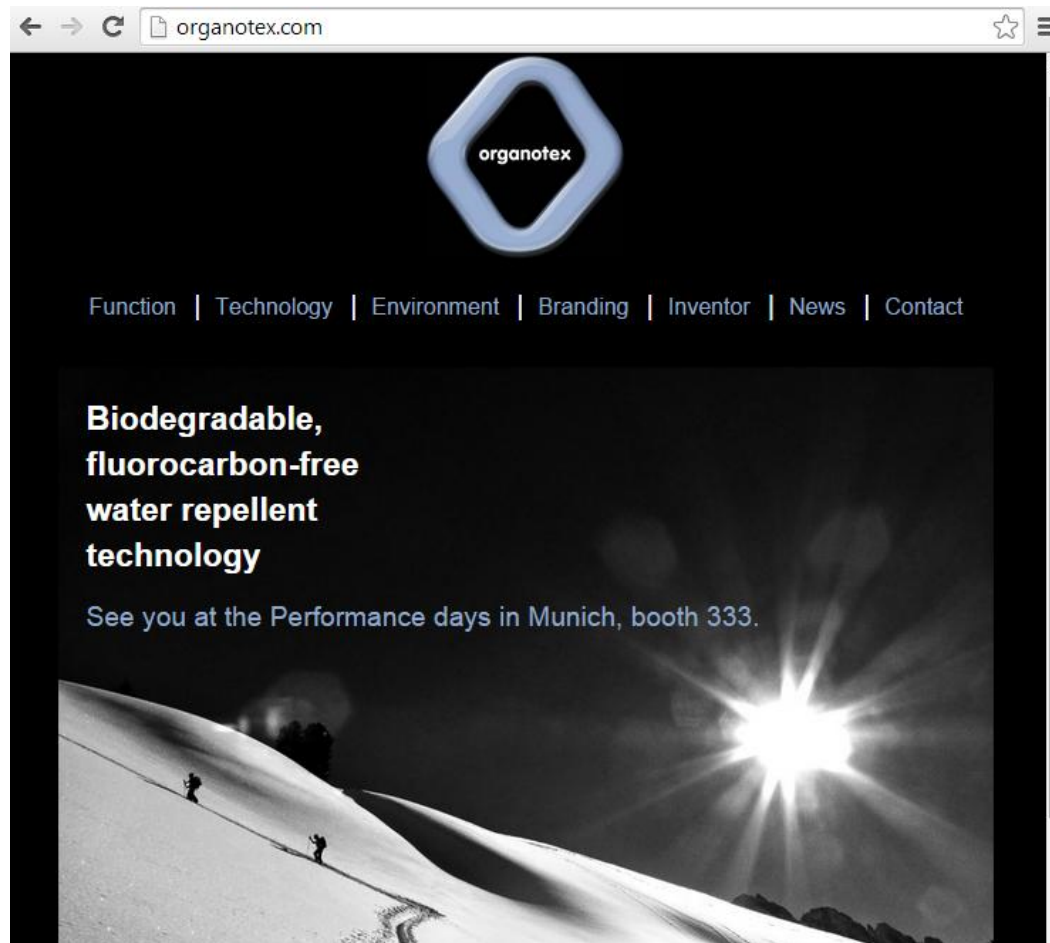
Be identified via logos



Promote USPs via hangtags



More info on the website



Networking on social media

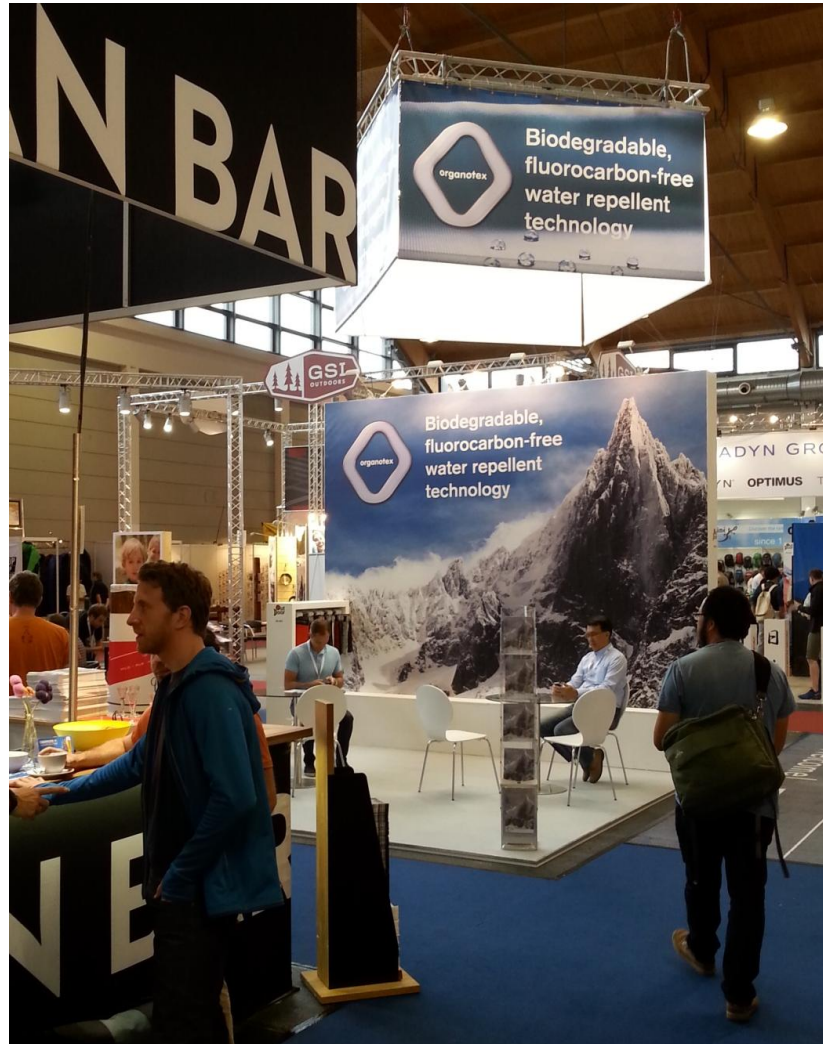
The image shows a screenshot of the OrganoTex Facebook page. The profile picture is a blue hexagonal logo with the word "organotex" inside. The cover photo is a black and white image of a snowy mountain landscape. The page name is "OrganoTex Clothing". Below the name are buttons for "Liked", "Following", "Message", and a three-dot menu. The navigation tabs include "Timeline", "About", "Photos", "Likes", and "More".

On the left side, there is a "PEOPLE" section with a right arrow. Below it, it says "Emma Karthik and others like this." with a row of six profile pictures. Below that is a "Reach a new milestone" section with a thumbs-up icon and a "Promote Page" button.

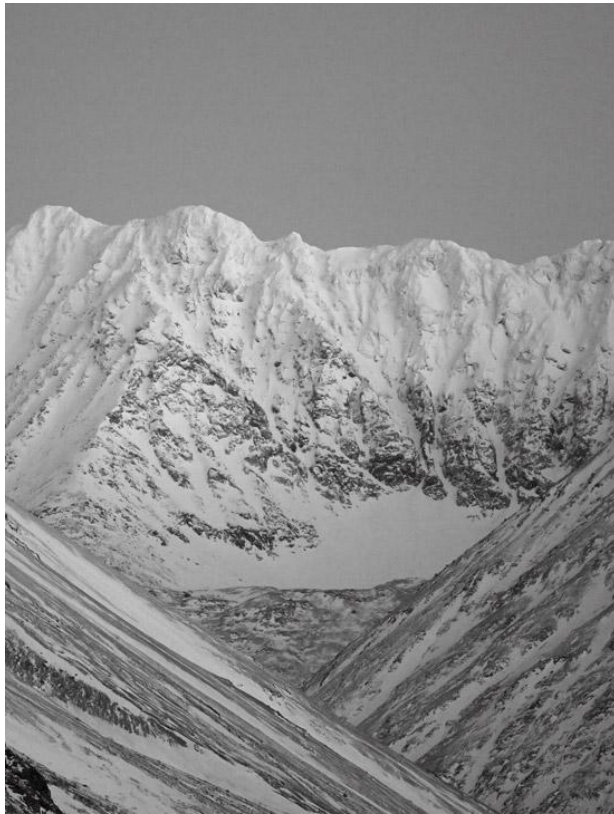
The main content area shows a post from the page. The post type is "Status" and the text says "What have you been up to?". Below that is a post from "OrganoTex" dated "April 3" which says "OrganoTex shared a link via Houdini Sportswear." and includes a video thumbnail.



Meeting with retailers



...joint communication activities



- Joint product marketing to drive sales of treated products
- Clever PR to drive the demand of sustainable outdoor in general



Sum-ups

- For many fluorocarbons (eg PFOA) even small quantities are problematic as they will not disappear from the environment and they might cause harm when the concentration increases.
- OrganoTex® is a fluorocarbon-free and biodegradable water repellent treatment for functional eco-fabrics.
- OrganoTex® is offering tools for communicating the benefits of using a fluorocarbon-free water repellent to consumers, as we believe that the consumer wants to make good choices in terms of both performance and sustainability.



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