



Agreements with Eka Chemicals and SCA a breakthrough for Appeartex

Appeartex, a Gothenburg-based innovation company devoted to fighting microorganisms, is on the verge of a commercial breakthrough. The company has recently signed two global agreements, one with the chemicals company Eka Chemicals and one with the paper company SCA.

The cooperation agreement between Eka Chemicals and Appeartex concerns further development and manufacturing to create new business opportunities based on Appeartex' unique antibacterial substances. Moreover, the agreement gives Appeartex access to Eka Chemicals' global sales and distribution network in the pulp and paper industry. Within these prioritized market segments, the Appeartex technology exhibits excellent results.

The agreement with SCA concerns generation of products within one of SCA's biggest business areas, where the cooperation was initiated more than a year ago.

- The intention of all of our collaborations is to, together with leading players within various segments, create commercially successful antibacterial applications based on the nontoxic and harmless Appeartex technology, says Appeartex' CEO Lasse Schönemyr.

Fabric softeners are the next product area in which Appeartex unique solution to fight microorganisms will be commercialized.

- It is already predicted to be a very exciting growth area, in the consumer as well as the professional segments. Within medcare, military forces and rescue services, such products will be of great use, says Lasse Schönemyr. Equivalent products are totally nonexistent on the market, which opens up enormous opportunities and attracts attention internationally. Several global companies exhibit a great interest in our technology.

Furthermore, Carnegie Investment Bank and financier Per E. Larsson have joined as part-owners, which gives strength, legitimacy and important interfaces.

Brainwave

An actually rather obvious observation resulted in a brainwave which is now on the way of conquering the world. It involves a "charged" harmless surface coating that makes bacteria get stuck to the surface and thus neutralized.

- Appeartex can be described as an "intelligent surface" that works electrostatically. The negative charges of the bacteria make them stick to the positively charged Appeartex surface. Thus they are immobilized and can neither proliferate nor spread on the surface. Actually, the Appeartex surface can be compared to a flypaper for bacteria, although in this case it is a matter of patent protected high-technology, says the Appeartex founder and CEO, the entrepreneur Lasse Schönemyr.

Since Appeartex can be used on most soft and hard surfaces present in health care, food and hygiene settings, the Appeartex business concept is to look for partners among companies who manufacture such products and who need an antibacterial surface.

- Appeartex also offers new functions in existing products, as well as new application areas. An Appeartex surface both protects and prevents, says Lasse Schönemyr.

For further information, please contact:

Lasse Schönemyr, CEO Appeartex, 031-7035950, 0708-108204. E-mail lasse@appeartex.com. Appeartex AB is a Gothenburg-based innovation company with six employees. Appeartex offers customer-adapted solutions that prevent microbial growth on surfaces without negative effects on humans. Further reading: www.appeartex.com