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UNIQUE, INNOVATIVE HANGERS TO DISPLAY KAPPAHL'S SUSTAINABLE COLLECTION



Through an exclusive partnership, KappAhl and Ekoligens AB have developed innovative hangers produced using recycled paper. Now these hangers, EcoligentPaper, are being used to display KappAhl's Limited Edition collection.

"We are very happy to have developed a hanger that is smart, cost-efficient and sustainable alongside Ekoligens. Sharing knowledge with our partners in order to develop sustainable solutions is an important part of our ambition to make a circular fashion industry a reality," says Fredrika Klarén, sustainability manager at KappAhl.

A renewable, economical and intelligent clothes hanger

In this collaboration, KappAhl has shared its expertise on what a hanger needs to be functional at all stages of the production chain, including questions of handling, logistics and waste in a large-scale fashion industry.

For Ekoligens, the EcoligentPaper clothes hanger is proof that a simple shift in materials can not only make for a functional and more sustainable product; it can also be a strong branding tool.

"We are very proud to be working with KappAhl, a company with such a strong focus on sustainability. Together, we are looking forward to further developing this next generation of hangers," says Patrik Enbacka, CEO at Ekoligens AB.

The **EcoligentPaper hanger** is made of recycled paper from the Swedish paper industry and recycled metal parts. Every stage of the hanger's production has a strong environmental focus, taking into account its entire life cycle. By using this innovative hanger to display its sustainable Limited Edition collection, KappAhl will save up to 1.1 tonnes of plastic.

Ekoligens AB's business concept is to create innovative products and materials with sustainable, environmental and financial business benefits. For more information, visit www.ekoligens.se

For more information

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KappAhl was founded in 1953 in Gothenburg and is one of the Nordic region's leading fashion chains, with 370 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. Our business concept is to offer value-for-money fashion of our own design to a wide range of consumers. Today, 53% of our products are sustainability-labelled.

In 2016/2017, company turnover was SEK 4.9 billion, with approx. 4,000 employees across nine countries. KappAhl is listed on Nasdaq Stockholm. For more information, visit www.kappahl.se.