**Paxymer selected into the top 10 by launch nordic**

We are pleased to announce that Paxymer AB has been selected as a LAUNCH Nordic Innovator 2015. LAUNCH Nordic is a global innovation platform tackling sustainability challenges.

LAUNCH Nordic was founded in collaboration with LAUNCH - a strategic partnership between NIKE, NASA, The U.S. Department of State, and The U.S. Agency for International Development (USAID) - to accelerate innovation in sustainable materials and how they are made. The core partners behind LAUNCH Nordic are Nordic companies IKEA, Novozymes, and Kvadrat, together with Nordic Government Institutions.

In 2015 LAUNCH Nordic received close to 100 innovations from 35 countries, covering six continents. All innovations represented ideas and solutions that answered the question: How can we - through new types of materials, or alternative ways of using known materials - significantly increase sustainability in production, manufacturing, and recycling?

Paxymer is an innovation within halogen-free flame retardants. It addresses the issue of functionally substituting endocrine disrupting, persistent and toxic halogenated flame retardants for more sustainable alternatives.

Paxymer AB has been selected among this year’s finalists and will be invited to participate in the LAUNCH Nordic Forum, where they will present their innovation Paxymer to an international panel of leaders from business, academia, and policy.

The TOP 10 LAUNCH Nordic innovators 2015 are (in alphabetic order):

AEROGEL (Sweden)

AVESPA, BLUE WOLF (USA)

EKOBALANS (Sweden)

MODTI (Finland)

NIL TECHNOLOGY (Denmark)

POND (Denmark)

PAD HEAVEN (Kenya)

PAXYMER (Sweden)

SAPROGLUE (Latvia)

WET-GREEN (Germany)

Following the LAUNCH Nordic Forum, in November in Sweden, Paxymer AB will enter an accelerator program with access to mentoring, networking opportunities, and key investors to enable them to bring the innovations to scale.

More information about the LAUNCH Nordic Top 10 Innovators and their innovations can be found at: http://www.launch.org/nordic

For more information about LAUNCH Nordic, please contact Sasha Beckmann: sasha@launch.org.