



### **Project description:**

POPFREE is a two year innovation project financed by Vinnova with the goal to promote feasible non-fluorinated alternatives in product categories such as fire-fighting foams, textile impregnation, food contact paper, cosmetics as well as ski waxes. In the project, alternatives will be identified, developed and evaluated for technical, environmental and health performance in parallel. Awareness along the value chain is another important part of POPFREE and the project will help suppliers, professional buyers and consumers to make educated choices. The project joins more than 30 partners from industry, academy, NGOs and institutes.