



Swiss antimicrobial expertise
since 1935

The Bath

The Sanitized® hygiene function ensures
constant deep-down cleanliness & protection

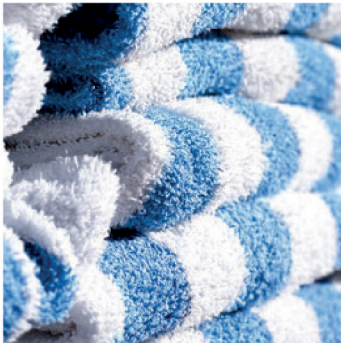
Sanitized® antimicrobial solutions create a reassuring feeling of lasting protection in private and public bathrooms.



Paint, Caulk and Grout

Humidity and a constant supply of nutrients create perfect conditions for bacteria & mildew to thrive. They damage paint films and stain grout and caulk between tiles and joints.

Sanitized® works from the inside out. Added to your product, it durably protects the material for a spotless and fresh bath experience.



Polymer Bath Mats, Towels & Other Textiles

Bath towels and rugs stay wet for hours, providing an inviting habitat for odor-causing bacteria. Polymer mats become discolored and start to smell as microbes invade.

Thanks to the Sanitized® hygiene function bacteria and fungi cannot grow; preventing odor development and staining.



Panels, Surfaces and Flooring

In heavy traffic areas like commercial bathrooms bacteria spread quickly despite a regular cleaning regimen, especially on surfaces with intensive exposure such as stall doors, handles, light switches and floors.

Sanitized® antimicrobial treatment is the best solution for constant cleanliness even in between cleaning cycles.



Washing Machines and Tumblers

Fungi and bacteria can grow in the crevices and surfaces of door seals, detergent drawers, tubing or control panels. The resulting repulsive stains and biofilms cause material deterioration and bad odors.

Integrated into the material during production Sanitized® offers around-the-clock deep-down effectiveness for an improved laundry experience.



Faucets, Showerheads and Hoses

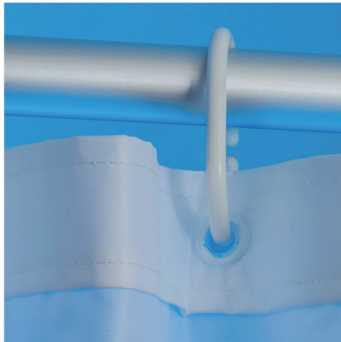
After use, moisture remains in the shower heads and hoses creating hospitable surroundings for bacteria and biofilms to flourish unhindered.

Sanitized® material protection ensures peace of mind and cleanliness, keeping bacteria, odor and biofilms away from your shower and bath.

Shower Liners and Curtains

Plastic and textile shower curtains as well as bath liners can become vulnerable to mildew and mold stains, bacteria, and material deterioration. Even washing regularly often does not yield the desired results.

While retaining the functionality of the material, the Sanitized® hygiene function protects against fungal growth, pink stain and unwanted odors.



Toilet Seats and Bathroom Implements

Toilet seats and changing stations are exposed to constant bacterial contamination, especially in public restrooms. Flush plates and buttons, plungers and cleaning brushes are prone to stains and microbes that cause unpleasant odors.

Stop worrying with Sanitized®. The built-in antimicrobial protection permanently hinders bacterial odors and microbial growth.



Bathroom Safety and Utilities

Safety products are often left exposed to moist conditions and are points of multiple contact. Factors that increase bacteria growth causing stains, odor and material degradation.

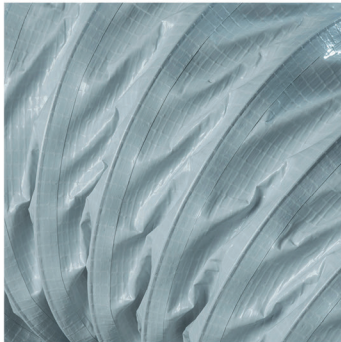
Sanitized® protecting the material even between cleanings cycles. This is of increasing importance e.g. for special care facilities and retirement homes.



Fans, Ventilation Systems

Bath fans and ventilation systems are exposed to condensation, which provides excellent conditions for bacteria and microbes. This causes staining on the surface of the vents and odor emanation.

Sanitized® treated fans, tubing and filters remain cleaner longer and are protected against material deterioration and bacterial odors.



Personal Care Items

Due to residue buildup, toothbrushes, body sponges, razors, hair brushes plus many other personal care items often harbor microbes that can cause stains, odor, and material damage.

The Sanitized® hygiene function offers you the optimal solution improving cleanliness by reducing bacterial and fungal growth.



Strong Partners

Fulfill the growing consumer demand for transparency along the entire production chain whilst securing a competitive advantage in the marketplace.

SANITIZED 360° Service Package

We offer you one-of-a-kind support along your path to success. SANITIZED unites Swiss antimicrobial solutions with expertise in technology, consulting, and marketing.



The Licensing Process

Over 400 Sanitized® license partners and renowned brands worldwide already use the Sanitized® Ingredient Brand. The process includes the following steps: defining your needs and objectives, licensing agreement, co-branding support, and annual quality controls. Ask us for more information.

the.house

On our interactive consumer website, **www.sanitized.house**, the benefits of the Sanitized® hygiene function and material protection come to life as you scroll through our virtual home. Many examples of on-the-market Sanitized® treated items used in your daily life bring the variety of application possibilities closer to home. Step inside!



SANITIZED AG | Switzerland
Lyssachstrasse 95 | P.O. Box 1449 | 3401 Burgdorf
P +41 (0) 34 427 16 16 | F +41 (0) 34 427 16 39
info@sanitized.com | sanitized.com



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24/7 built-in protection for your peace of mind

Sanitized® Protection Effect: A collection of marketing & design tools that, in combination with the Sanitized® Ingredient Brand, bring the positive benefits of the Sanitized® material protection and hygiene function closer to consumers.

- BPR-compliant hangtags; the easiest solution to meet all EU regulations
- EPA conform claims and marketing tools
- Easy to understand promotional videos, graphics and animations
- Effects integrated in Sanitized® the.house for recognition value
- Sustainability messages for treated items
- Safety assurances for customers and consumers (Allergy UK, bluesign®, Responsible Care)





The Sanitized® Ingredient Brand

A symbol of confidence known around the world.
The shared market presence contains a clear promise to customers and consumers and creates transparency with regard to the collective effort.

Why choose to promote with the Sanitized® Quality Seal?

Give your products an attractive added value by communicating the benefits of the integrated antimicrobial technology with the Sanitized® Ingredient Brand:

- No. 1 brand for antimicrobial treatments in European countries
- Rapidly increasing brand awareness in Asia
- No. 1 recognized brand among Millennials (ages 18-34)*
- Our Ingredient Brand has the highest recognition among US women*
- A steadily growing number of treated and branded articles in well-known stores and online shops worldwide
- Extensive and cutting-edge co-branding opportunities for our partners on various media platforms (press releases, testimonials, interlinking, joint promotion, microsites)

*Data collected from an omnibus survey conducted in the US in May 2016.