



Swiss antimicrobial expertise  
since 1935



Your Partner for  
Product Performance

SANITIZED Preservation AG



## Innovation is Driven by Our Pioneering Spirit

For over 80 years, the company has been doing pioneering work and developing innovative, effective and safe technologies:

- Antibacterial products
- Products against mold and mildew
- Active substances against material deterioration
- Comprehensive odor-management

Sanitized® is a brand name and also a seal of confidence at the same time. SANITIZED is global by nature but also deeply committed to our Swiss roots. This is particularly true when it comes to the inherent demands for safety and quality, which are both firmly established in the company and form our guiding principles. The conserving of resources and sustainability have been on our agenda for many years. In addition to the classic biocidal

products and specific formulations against microbial growth and material deterioration, we also dedicate ourselves to technologies for combatting biofilms, the protection of surfaces and odor reduction.

«SANITIZED is a global specialist in material protection and a strong partner for our customers in relation to enhancing value through effective use of antimicrobials. We look forward to supporting your success through our core competencies of microbiology, formulation, regulatory and marketing skills.»

David Tierney, CEO SANITIZED Preservation AG

# Sanitized® Product Focus

## Preservation from raw material to application



### In-Can Preservation

Microbial contamination in paint formulations causes not only unpleasant odors but also very often compromises the technical performance and the shelf life of the paint itself. Furthermore product failure can have serious implications for the financial success and reputation of the paint manufacturer. The causes of microbial growth are manifold and precise analysis is required to identify the nature and extent of any contamination. The subsequent selection of the optimum in-can preservative needs to consider efficacy, regulatory and safety factors. **Sanitized® in-can preservatives are formulated to provide durable, sustainable protection against bacteria, yeasts and fungi to enhance overall performance of the paint formulation.**



### Plant Hygiene

With increasing pressure on more volatile biocidal active substances, plant hygiene is becoming increasingly important as part of the manufacturers' preservation strategies. Microbial contamination in pipework, storage tanks and wider manufacturing environments can easily compromise manufactured products. **SANITIZED technical support is ready to assist with hygiene audits and recommend appropriate plant sanitizers to protect both products and the manufacturing equipment from microbial contamination and thus ensure stable manufactured products throughout the supply chain.**



### Dry Film Preservation

Increasing regulatory restraints on traditional preservative options is a significant challenge for paint formulators. At the same time, market demands for sustainability and hence longer product performance mean that enhanced dry film protection is required. In addition to this, climate change and extensive formulation changes mean that paint formulations are generally more susceptible to microbial growth, especially from algae. **Sanitized® dry film preservatives are formulated especially to comply with the latest regulatory requirements and provide long-term, sustainable protection for architectural facade paint.**



### Antimicrobial Coatings

Increased awareness of hygiene issues is driving interest in antibacterial coatings, in both institutional and industrial environments as well as in the home. In this context, products need to be effective against specific organisms, safe to use and compliant with national and international regulations. To successfully market these products, the paint manufacturer needs to provide scientific evidence of the efficacy. **SANITIZED is able to carry out testing according to different international standards and provide scientific and marketing support to the paint manufacturer.**



## Sanitized<sup>®</sup> Protection Challenges for the Formulator

### Formulation

Paint formulations are typically fairly complex and the addition of antimicrobials, either as a preservative or as an active substance, is crucial to the performance of the end product. Moreover, the challenge to preserve paints and coatings effectively increases as the broader formulation environment reacts to regulatory changes. To ensure success, it is therefore essential to identify which active substances are best suited to the application at hand, bearing in mind the nature of potential spoilage and the stability profile of the antimicrobials used, together with the wider formulation environment of the product. **The technical support group at SANITIZED will provide consultative support to ensure the correct selection of antimicrobials.**

### Regulatory

The use of antimicrobials is an increasingly regulated business. Maintaining compliance in a changing environment is crucial to formulators. In addition, any products with antimicrobial claims can also be considered to be biocidal and therefore require registration themselves. **SANITIZED has broad experience in the regulatory field for antimicrobials and is a reliable partner to ensure regulatory compliance as well as to support customers wishing to register products themselves.**

# SANITIZED Core Competences



## Microbiology

Through our center of excellence in Switzerland and regional partners worldwide we are able to evaluate optimum preservation dosage systems for paints and coatings. Through the analysis and identification of microbial contaminants we can tailor our recommendation to the individual criteria of our customers. Last but not least, we can also customize testing to specific customer requirements and contaminants isolated under manufacturing conditions.

For antimicrobial coatings SANITIZED will test the efficacy of the finished product according to internationally recognized standards and then provide certification to support customer registrations and marketing claims.



## Regulatory

Our team of regulatory experts is committed to maintaining the compliance of our products in the different regions that we serve around the world. In this constantly evolving landscape we ensure that our customers are fully informed of regulatory changes relating to antimicrobials for which they need to maintain compliance.



## Quality

In line with our Swiss heritage, SANITIZED is fully committed to reliability, quality and safety in everything we do. All formulations are extensively tested for stability and efficacy, both in the supplied form as well as in the end use matrices. The conservation of resources and sustainability is firmly established in our guiding principles.



## Marketing

With over 80 years of experience, SANITIZED fully understands the importance and value of antimicrobials. We are well-positioned to support your value proposition to your end market through the licensing of the Sanitized® Ingredient brand. A collection of marketing and design tools are available. Bring the positive benefits of the Sanitized® treatment closer to your customers.



## Antimicrobial Coatings

### Discover the Performance of Sanitized®

Antimicrobial coatings are being used increasingly to provide an extra layer of defense, particularly in health-care and food processing environments. Although these products undoubtedly provide value to society, it is essential that antimicrobials are promoted responsibly for such applications.

SANITIZED has experience in the selection of the most suitable active substances and test protocols to

ensure safe, effective protection for consumers and the environment. We are able to test paint formulations against specific target organisms according to internationally recognized protocols.

The use of the internationally recognized Sanitized® Ingredient brand will further enhance your product value proposition.

# Testing and Laboratory Services

Our experts are able to test your products against internationally recognized industry standards. SANITIZED AG is certified according to IS9001:2008 and has a strict compliance management system.



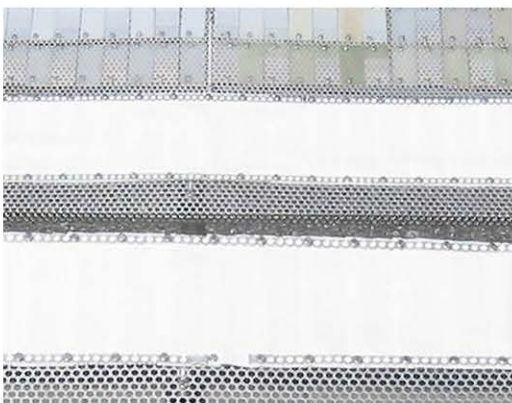
## Challenge Testing

Determination of resistance to the growth of bacteria, yeasts and fungi in customer formulations using either a cocktail of recognized microorganisms or isolates from our customers' facility.



## Plant Hygiene Germ Count Test

Use of either dip slides or samples collected from customer facilities to identify potential contamination sources within the paint manufacturing process.



## Dry Film Testing

Either laboratory-based agar plate analysis or external exposure of paint samples to determine resistance to algae and fungi.



## Antibacterial Testing

ISO 22196 or ASTM E21-49 determination of the antimicrobial activity of a treated article.

# Strong Partners

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

## SANITIZED 360° Service Package

We offer you unique 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, a licensing agreement, co-branding support, and annual quality controls. Ask us for more information.

*the.house*

On our interactive consumer website, [www.sanitized.house](http://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 Preservation AG | Switzerland  
Lyssachstrasse 95 | P.O. Box 1449 | 3401 Burgdorf  
[sanitized.com](http://sanitized.com)

David Tierney | CEO  
P +41 (0) 34 427 16 60 | M +41 (0) 79 863 58 64  
[david.tierney@sanitized.com](mailto:david.tierney@sanitized.com)



[sanitized.house](http://sanitized.house)