Making Great Products
Even Better
Targeted protection

- Microban® antibacterial protection is targeted protection. It is focused on the areas where it is most beneficial helping prevent the unwanted growth of harmful bacteria.

- It is a continuous protection that is designed to last the lifetime of the product.

Microban® represents an alternative business strategy that brings value by providing a compelling and enduring point of product differentiation.

There are more bacteria on your hand than there are people on earth.

On unprotected surfaces and products, bacterial growth can double every 20 minutes.
What is Microban®?

From the very start of a manufacturing process, Microban®, as a leading antibacterial ingredient, can be built into virtually any product to protect against the growth of potentially harmful bacteria that can cause contamination, odours or the build up of moulds and mildew.

Microban® will not wash out or wear away. It is designed to last for the lifetime of the product. Microban® antibacterial protection neutralises bacterial ability to function, grow or reproduce. As Microban® is evenly distributed, it is present throughout the product - even in hard to clean areas.

Microban® technology makes the product surface hostile to microscopic organisms which are unable to live, grow or reproduce.

Microban® provides you with turnkey support including technical development, regulatory assistance, patent counsel and marketing - the complete solution.
Microban® technology is incorporated into the actual molecular structure of the product at the point of manufacture, chosen to provide maximum efficacy whilst retaining all the original features of the product.

To ensure ongoing compliance, Microban® has established an independent certification programme that includes product testing, factory audits, claims verification and compliance with local regulatory requirements.

Microban® is dedicated to providing safe, durable and effective antibacterial solutions.

Bespoke technical solutions

With a portfolio that encompasses over 20 different antimicrobial technologies we aim to provide the solution that best suits the product.

All products with Microban® protection undergo independent microbiological laboratory testing to ensure that they meet the highest standards.

For innovative research and development, our headquarters in North Carolina have one of the most advanced antimicrobial laboratories in the world today.
The Microban® brand is a recognized and trusted brand that provides an enduring point of differentiation.

With a simple agreement we license the Microban® trademark and technology to you. You then receive all the benefits of a partnership with Microban®.

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Partners incorporating Microban® antibacterial protection have achieved price premiums and volume increases.

Proven success across markets

Products incorporating Microban® antibacterial protection have a proven record of success across markets, including retailer own-label, consumer, industrial and medical.
EVERBUILD®
Case Study

The launch of Forever White silicone sealant with Microban® technology helped Everbuild® achieve a substantial price premium and secure incremental distribution and revenues.

Primary Objective
- To differentiate silicone sealant products to generate retailer support, customer demand and higher profitability.

Action
- Launched Forever White line for kitchens and bathrooms at a significant price premium.

Results
- Forever White Sealant sales continue to excel and have shown a marked increase quarter by quarter.
- Positive results led to a product line extension to include Forever Clear and coloured variants with Microban®, and also a pocket sized version of Forever White.
- A new product line has been developed with the launch of Forever Safe with Microban®, a silicone sealant primarily for food service and processing areas.

- Improve Product Quality
- Optimize Pricing Power
- Expand Product Range
COSENTINO®
Case Study

The makers of Silestone® countertops embraced Microban® protection to differentiate their product from other quartz surfaces and to steal share from other countertop surface materials.

Primary Objective
• To differentiate Silestone® from granite and other countertop materials to generate demand and justify premium price.

Action
• Launched worldwide across their entire product line and supported with global prime time TV advertising and pan European consumer print campaigns.

Results
• Major growth across all markets, in particular US and Europe, leading to new sales offices and in Europe alone the opening of 26 distribution warehouses.
• Extension of product diversity from kitchen countertops to public space and interior design application.

COSENTINO®

Silestone® by Cosentino® is the first and only quartz surfacing material in the world, with patented Microban® antibacterial protection.
WHIRLPOOL® Case Study

Whirlpool® worked with Microban® to enhance their product features and continue to broaden the range of treated components across all appliances.

Primary Objective
- To enhance Whirlpool® appliances with a range of antibacterial features.

Action
- Whirlpool® have introduced a special air filter device in the refrigerators which incorporates Microban® antibacterial technology.
- Following its success, the Microban® technology has been extended to additional key areas of the refrigeration project and also across the product mix (dishwashers and washing machines) within the Whirlpool® and Bauknecht® brands.

Results
- Significant differentiation achieved and communicated to consumers.
- Market surveys showing a remarkably high percentage of Whirlpool customers find the antibacterial features both appealing and innovative.

- Gain Market Share by product feature enhancement
- Increase Customer Propensity to purchase
ACRYLICON®

Case Study

Hygienic design – part of the fabric of the building featuring Microban® antimicrobial protection as a compelling point-of-difference.

Primary Objective

- To build confidence in the integrity of the product.

Action

- Already renowned for its durability and quality in the food processing world, the Acrylicon® floor with Microban® was specified by Furness General Hospital, Barrow in Furness. The floor is installed wall to wall throughout the kitchens. It covers the entire kitchen area, through store rooms, dishwashing and preparation areas, cool rooms and walkways, with moulded skirting allowing for a seamless finish.

Results

- This high performance floor is ideal for such an environment where hygiene is of the essence and it was definitely seen as a contributing factor in the Hospital receiving a 5 star environmental hygiene rating in 2007.

- Product enhancement
- Expansion into new market sectors
Marketing and advertising by Microban® and its partners around the world have made Microban® the leading name in antibacterial protection.

Join a growing family of partners and products and benefit from an association with many of the world's leading brands.