



Swiss antimicrobial expertise
since 1935

The Kitchen

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

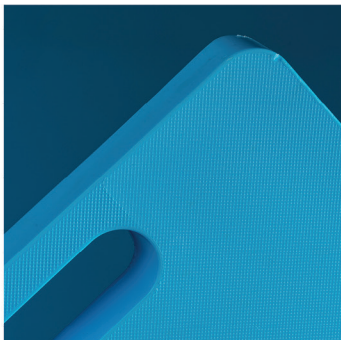
Sanitized® antimicrobial solutions create a reassuring feeling of lasting protection in all types of kitchens.



Cleaning Tools and Trash Bins

Sponges, dish brushes, gloves, and mops as well as waste and vacuum bags are all exposed to conditions perfect for the growth of bacteria, mildew & mold, causing ugly stains and unpleasant odors.

The built-in Sanitized® hygiene function provides consumers with lasting freshness, reduced odor development as well as protection, even between cleanings.



Cutting Boards

Cutting boards have tiny grooves that are difficult to clean and provide a safe, hard to reach harbor where bacteria can thrive.

The Sanitized® antimicrobial treatment protects the entire cutting board permanently from the inside out for deep-down cleanliness.



Cutlery and Cooking Utensils

Knife handles, peelers, spoons, sieves, colanders and other plastic utensils touch raw foods and are often improperly cleaned, creating a breeding ground for bacteria.

Durably protect your items with Sanitized® to hinder the development of bacterial odors and microbe growth for more peace of mind.



Refrigerators and Dishwashers

Seals, liners, shelving, trays & baskets, drawers, tubing and dispensers provide a constant supply of nutrients (food residue, humidity, air circulation) for bacteria, mold and mildew, causing material degradation, stains and bad odors.

Effective protection! The integrated Sanitized® hygiene function protects these surfaces around the clock providing a long-term freshness effect.



Countertops and Surfaces

Countertops look rock solid, but many are actually quite porous giving bacteria an opportunity to multiply unnoticed just beneath the surface.

Adding a Sanitized® antimicrobial treatment to your product supports consumers' normal cleaning practices with a permanent protective function.

Food Storage, Tableware and Coolers

Food & beverage spills, temperature changes, light exposure, humidity, and hard-to-clean surfaces all provide opportunities for bacteria to flourish.

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



Sinkware

Warm standing water, humidity, and a variety of residues provide excellent conditions for mildew & biofilm build-up on drying mats, soap dispensers and dish racks.

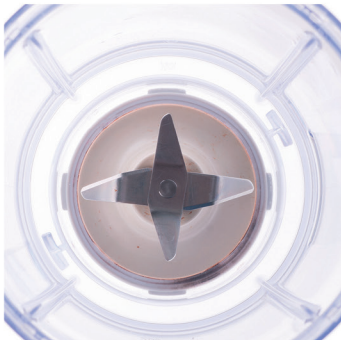
Sanitized® increases the useful life of your sinkware articles, hindering microbe, stain and odor development for more freshness in your kitchen.



Small Electrical Appliances

Blenders, food processors, and juicers all have small parts that are great hiding places for bacteria. Even our treasured coffee machines have waterlines, tanks and drip trays that can harbor microbes despite regular cleaning practices.

No chance for microbes! Sanitized® is the solution for long-lasting complete cleanliness and protection.



Kitchen Textiles

Dish towels, table linens, aprons and cleaning cloths are all busy kitchen helpers collecting dirt, spills, moisture, and foods. This mixture of nutrients is a welcome mat for bacteria and other microbes causing stains and odors.

More Freshness! Textiles stay clean and fresh longer with the built-in Sanitized® hygiene function.



Water Dispensers and Filters

Constant hot and cold moisture, public usage, infrequent cleaning and long-term operation all increase the risk of bacteria, biofilm & mildew development.

The Sanitized® antimicrobial treatment extends the life expectancy of your products and offers effective protection and well-being, even between regular cleaning cycles.



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!



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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.