



Swiss antimicrobial expertise
since 1935

Clothing

The Sanitized® hygiene function ensures effective
odor management from head to toe

The Sanitized® hygiene function is the sustainable choice for more freshness and permanent odor-management.



Sportswear

Staying active and fit, enjoying the outdoors on a bike or on foot and toning mind and muscles in your favorite fitness studio or with yoga are all healthy and fun! But with them come the side effect of sweating, which is odor caused by bacteria that transform sweat molecules into stink. This odor can even stick around after washing because bacteria like to huddle and form a stubborn biofilm inside the textile fibers. Bacteria and even mildew grow quickly on moist textiles e.g. in your gym or yoga bag.

In today's busy lifestyle a trip to the local gym or a run in the park is often followed with a trip to the supermarket, a coffee with friends or picking up the kids from school. Odors emitting from your clothing can make you and other persons near you uncomfortable.

The Sanitized® hygiene function hinders the growth of these unwelcome microbes and unpleasant odor trails, improving wearing comfort and freshness. The odor-management treatment also has a sustainable side effect. It supports low-temperature and less frequent washing, lowering detergent use, saving water and energy as well as improving material durability, thereby extending the lifespan and reducing textile waste.



Socks and Hosiery

Do you change your socks daily? Close skin contact and confinement in shoes all day offer perfect conditions for bacteria to get cozy and multiply. These can soon create an unpleasant odor.

Tights, support stockings, and all sock types benefit from a Sanitized® treatment, which helps decrease odors caused by bacteria. One pair of socks can last you a couple of days!



Underwear

Worn close to your skin all day long and sometimes even longer, underwear plays an important role in everyone's daily life. Bacteria love to hide in places that are moist and warm and supply a constant source of food. Your intimates offer the perfect surroundings!

Effective protection! With the built-in antimicrobial Sanitized® hygiene function, bacterial growth is hindered and your underwear stays fresh all day, every day!



Outdoor Apparel

Life happens outdoors! To enjoy your adventures and recreation to the fullest you expect your outdoor clothing and equipment to do its job. Bacteria, mildew, and odor should not be part of this as they can damage materials, reducing functionality and impeding wearing comfort.

Sanitized® permanently and sustainably protects clothing against microbes and unpleasant odors, improving material durability and extending the lifespan whilst reducing textile waste.

Shoes and Insoles

Walk a mile in my shoes! This can be an unpleasant experience depending on the shoe. Stinky shoes are a widely known issue and the topic of many jokes. However, it is actually not human perspiration that triggers the odor but bacteria. They break down the urea, protein, or lactic acid contained in the perspiration, releasing butyric acid and other odor-causing substances. This penetrating odor is extremely unpleasant to the human sense of smell. Once infested with this stench, despite washing or airing out, or deodorizing a shoe will begin to smell again after just a short period of use.

Don't fight the symptoms; instead, tackle the problem at the source. The sweaty odor can be prevented if the growth of bacteria is managed. Sanitized® offers a complete and optimal shoe system solution for both textile and polymer parts of the shoe.

Backing (e.g. toe)

Heel counter

Midsole

Outsole

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Whatever your choice of footwear the advantages of the antimicrobial Sanitized® hygiene function give you the best technology to meet any challenge feet first.



Urban and Leisure Wear

Modern styles, fashion and fabrics allow you to create an individual look and to feel confident. Unfortunately, bacteria don't care what you look like. A night out on the town or a day shopping with your best friend – odor can be a nasty, unwelcome side effect.

The Sanitized® hygiene function is the solution! Our goal is long-lasting, effective freshness, whatever your style.



Business Clothing

Being successful has a lot to do with confidence. So you put on your favorite suit and head to the office on your bike, on public transportation or in your car. You are confronted with stress factors that can induce sweat. This is the stuff of life for odor-causing bacteria.

With the integrated antimicrobial Sanitized® hygiene function, we offer excellence from the inside. Feel your best, be your best!



Workwear

What do flight attendants, technicians, housekeepers, waiters, nurses, and delivery drivers all have in common? All wear professional uniforms, do manual or physical work, and have occupations where bacterial odors can leave a negative impression and reduce textile longevity.

Hygiene as a concept! Sanitized® treated workwear improves wearing comfort, has a longer service life and leaves a clean and fresh impression.





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:

- Strong communication thanks to our brand name «Sanitized®» and its market message
- Our unique selling point is hygiene function, the perfect accompaniment to the strengths of your brand
- No. 1 among the brands for antimicrobial treatment in Europe and 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)

Feel the difference of Sanitized® treated clothing

Sanitized® Freshness Effect: A collection of marketing & design tools that, in combination with the Sanitized® Ingredient Brand, brings the positive benefits of the Sanitized® hygiene function closer to consumers.

- BPR-compliant hangtags; the easiest solution to meet all EU regulations
- EPA-compliant 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 (OEKO-TEX®, bluesign®, Responsible Care)



Freshness



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

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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