



Swiss antimicrobial expertise  
since 1935

**SANITIZED Preservation AG opens subsidiary in India.**

## **Customized antimicrobial protection for colors and varnishes that are ideal for even the most humid environments**

**Burgdorf/CH, July 2, 2019: Swiss company SANITIZED Preservation AG, which specializes in antimicrobial protection of paints and coatings, will open a new subsidiary in India. Saravana Kumar, who has wide experience in the Asian market for antimicrobial ingredients, has been appointed Business Director Asia Pacific of SANITIZED Preservation India Pvt. Ltd.**

High humidity levels present a significant performance challenge when it comes to the production, storage and use of paints and coatings. Fungi, algae and bacteria cause spoilage that can adversely affect the appearance of paint surfaces or even cause health problems. SANITIZED Preservation AG offers both in-can and dry film preservation for paints and coatings, which are designed to prevent exactly these unfavorable effects. As experts for antimicrobial hygiene function, SANITIZED Preservation AG, in cooperation with the industry, has developed tailor-made solutions to overcome these challenges.

Additionally, the company offers consultation in terms of regulatory issues. Using the Swiss quality brand Sanitized® offers effective marketing support. Manufacturers of paints and coatings can show that their products offer antimicrobial protection by labeling them with the ingredient brand Sanitized®, thereby making their competitive advantage clearly visible in all their marketing activities.

«SANITIZED Preservation AG delivers high quality and innovative products for the ACES market (adhesives, coatings, elastomers, and sealants). We have the opportunity to adapt our products to meet the specific climatic requirements of local customers» explained Saravan Kumar, Business Director Asia Pacific.

“This is a strategic milestone for the SANITIZED Group,” commented David Tierney, CEO of SANITIZED Preservation AG. “Our presence in India will provide us with proximity to our customers in addition to quicker response times for customized product developments. This is to the benefit of customers in all of South East Asia (SEA),” continued Tierney.

### **About SANITIZED Preservation AG/SANITIZED Preservation India Pvt. Ltd.**

SANITIZED Preservation AG is a subsidiary of Swiss company SANITIZED AG, the Swiss global leader in antimicrobial hygiene function, odor-management, and material protection for textiles and polymers. The company has pioneered this field for over 80 years and established itself as a specialist for comprehensive hygiene concepts.

<https://www.sanitized.com/preservation/>

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