

# SEAL OF CONFIDENCE

Get to know our branding concept



Adding value since 1935

## IT PAYS TO USE OUR BRAND CONCEPT

### Seal of Confidence

You produce products of the highest quality. Let your customers know that the Sanitized® technology meets your standards. Our brand is a seal of quality: It signifies that the additional functionality of your products has been confirmed by recognized tests and ensures both transparency and safety.

### Peace of mind

We all strive for well-being and want to feel fresh and safe. Convey this feeling with the Sanitized® brand on your products. It emphasizes the integrated material protection and hygiene function of the articles that your customers are looking for.

### Differentiation

The demand for hygiene is on the rise throughout the world. Stand out in the market and draw attention to the integrated hygiene function of your products with the Sanitized® brand. It's a mark of quality your customers will trust.



## WHICH INGREDIENT BRAND IS FOR YOUR PRODUCTS?



### Sanitized® Actifresh

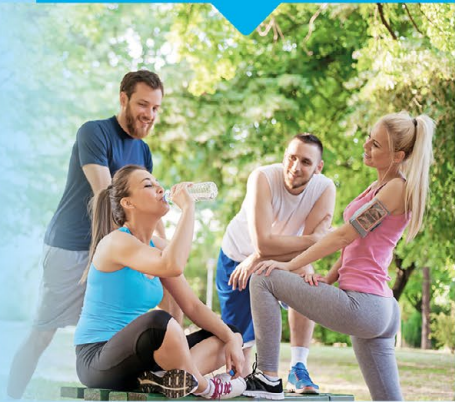
Mostly used for promoting the integrated hygiene function in textiles for clothing and the home to convey freshness and comfort.



### Sanitized® Protection

Surface treatments, polymer applications as well as paint and coatings benefit from this brand to promote durable material protection.

## Freshness



## Comfort



## Protection



Odor-Free



Naturally Fresh



Hygiene Function



Material Protection



Paint Preservation



Antiviral Performance



## MAKING AN INVISIBLE ADDED VALUE VISIBLE

Building trust amongst business partners and consumers with our seal of confidence.

Complementing your brand's strengths with our unique selling proposition: hygiene function.

Satisfying the consumer demand for supply chain transparency and providing peace of mind.

Promoting the Sanitized® brand with more than 500 brand manufacturers worldwide.

Offering orientation and a decisive purchasing motivation in the flood of products.

## MARKETING TOOLS FOR YOUR COMMUNICATION

## ONLINE

### Modern graphics and videos for your online marketing

As a brand partner, you will receive easy-to-understand, modern illustrations, icons, animations and videos that you can use on all marketing platforms and channels to make the benefits of Sanitized® readily apparent.

Become a brand partner and receive your Online Marketing Kit.

## PRINT

### Attractive marketing tools for print materials

Flyers, brochures, mailings, posters or even booth designs – our tools are adaptable and can be integrated to fit your company's corporate design. Use these tools to successfully communicate the advantages of your products.

Become a brand partner and receive your Print Marketing Kit.

## HANGTAG

### Quality labels for brand partners

Our modern consumer-orientated hangtags offer a simple solution for you to meet BPR regulations and correctly promote the advantages of the Sanitized® hygiene function directly on your products. Additionally, consumers will appreciate the transparent and comprehensible information.

Available through our online shop.



## WE WILL SUPPORT YOU

### Customer Service Desk

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## SUCCESSFUL TOGETHER

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