

**ACTIVE
ODOR CONTROL
FUNCTION**

Naturally Active and Odor-Free



Naturally
Active



**REVOLUTIONARY,
NATURALLY ACTIVE
TECHNOLOGY FOR
ODOR-FREE
SYNTHETIC TEXTILES**



Odor-Free



BIOCIDE-FREE ODOR
CONTROL FUNCTION
with bluesign[®],
ECO PASSPORT by
OEKO-TEX[®], and
Hohenstein Skin Friendly
Certifications

Odor-Free Sportswear, Naturally with Sanitized®

Swiss antimicrobial expertise
since 1935



The challenge: Odor development in synthetic sportswear fabrics

- _ The market demand for sustainable odor-controlling solutions sportswear fabrics is growing significantly
- _ Sanitized® Odoractiv 10 adsorbs and neutralizes odor plus it stops permastink build-up, naturally without a biocide
- _ Patented technology with bluesign®, ECO PASSPORT by OEKO-TEX®, and Hohenstein Skin Friendly certifications

Naturally
Active



Odor-Free



Think About What You are Wearing Performance with a +Plus

Swiss antimicrobial expertise
since 1935



+Plus

- = Odor Adsorption
- = Odor Neutralization
- = No Permastink
- = Biocide-Free
- = Metal-free
- = Simple Global Regulations
- = Sustainable Choice



PES T-Shirt with
Sanitized® Odoractiv 10 treatment



Equal Odor
Performance



PES T-Shirt with
antimicrobial treatment

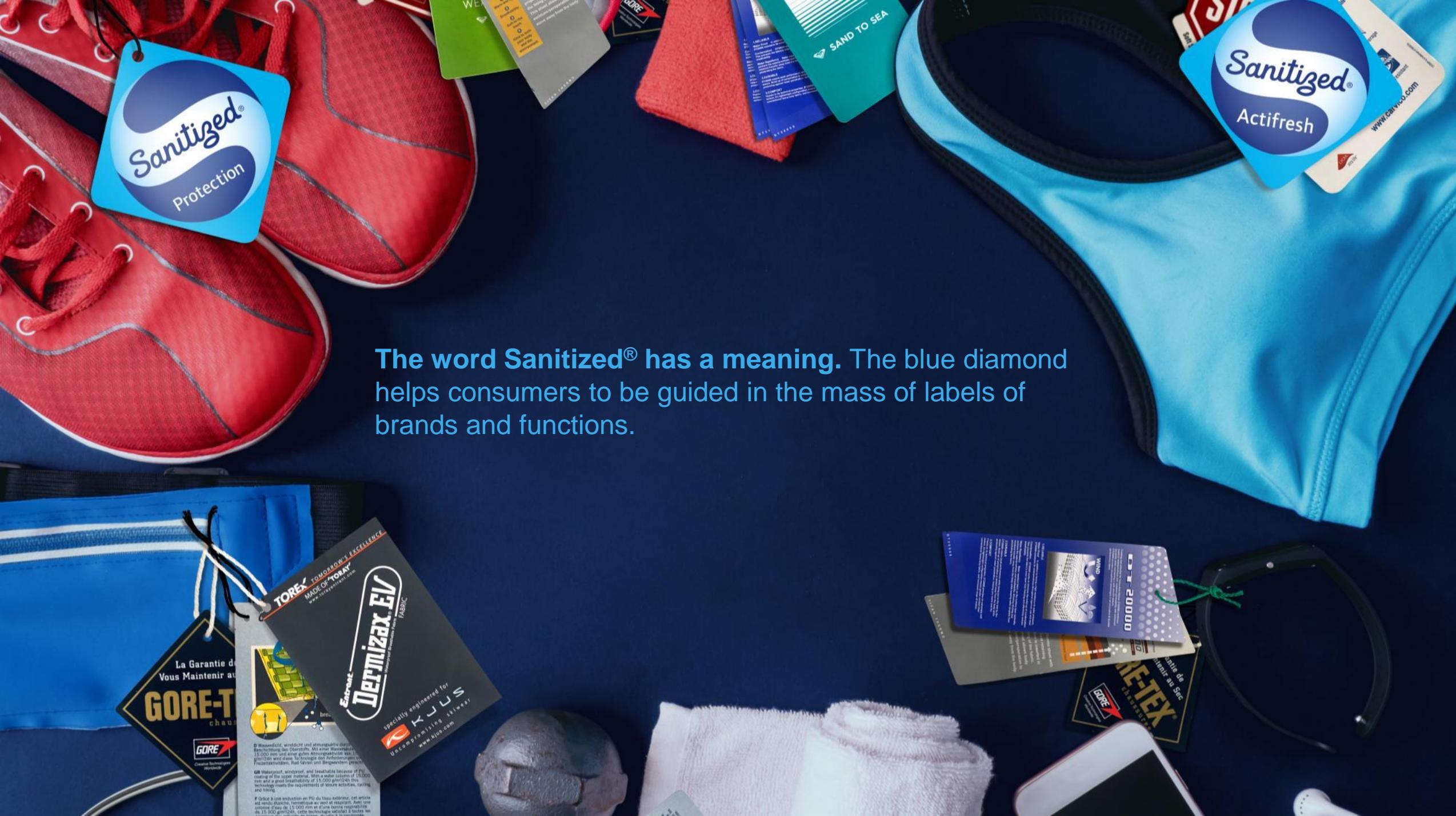




Use the Sanitized® Quality Seal on your products and meet the growing consumer demand for hygiene function and material protection. You will gain a competitive market advantage.

- _ Profit from the our worldwide trusted brand and offer transparency to consumers
- _ Promote the benefits of a Sanitized® treatment directly on the items or in stores
- _ Combine it with the effect communication tools for Freshness

69 % of consumers believe
that a branded ingredient is
important in choosing a
performance textile (trend insight survey)



Sanitized®
Protection

Sanitized®
Actifresh

The word **Sanitized®** has a meaning. The blue diamond helps consumers to be guided in the mass of labels of brands and functions.

La Garantie de
Vous Maintenir au
GORE-TEX
chaussure

TOREX TOMORROW'S EXCELLENCE
MADE OF "TOMORROW"
www.torextextile.com

Dermizax EV
FABRIC

specially engineered for
KJUS
Outdoor Promising All-weather
www.kjus.com

GORE-TEX
www.goretex.com

GORE-TEX
www.goretex.com

Talk about it! Choose to promote with the Sanitized[®] Quality Seal

Swiss antimicrobial expertise
since 1935



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

Added value thanks to the Sanitized® Quality Seal

Swiss antimicrobial expertise
since 1935



- _ Create a **competitive advantage** on the market place. Sanitized® increases demand for your items and thus your market share
- _ The shared market presence contains a clear promise to customers and consumers and **creates transparency** with regard to the collective effort.
- _ **Better visibility** with the consumer orientated, attractive marketing tools
- _ **Swiss quality and antimicrobial expertise since 1935** combined with an excellent 360° Service Package
- _ **Inform about sustainability:** Saves energy and water. Material lasts longer (functionality, aesthetics) resulting in less waste and saving costs
- _ The Sanitized® Quality Seal is **registered worldwide**
- _ **Safety assurances for customers and consumers** (Allergy UK, bluesign®, OEKO-TEX®, Responsible Care)

Why Branding with the Sanitized® Ingredient Brand?

Swiss antimicrobial expertise
since 1935



SUCCESS

Be transparent and communicate the benefits of the antimicrobial effects

Give consumers guidance and show credibility by using the Sanitized® Quality Seal

Differentiate your products from competitors' by branding with Sanitized® Ingredient Brand

Odor-Management Technologies Over Time

Our Swiss Pioneering Spirit Never Rests

Swiss antimicrobial expertise
since 1935



Evolution of Odor-Management Technologies

TIME LINE	1985	2001	2014	2017/2018	2019
TECHNOLOGY	Standard hygiene management technology with antimicrobial active ingredients	Cyclodextrine technology	Zeolite technology Al-oxide technology	Odor Control Function Anti-adherence and odor adsorbing technology, stops permastink build-up	Odor adsorption and neutralization with Sanitized® Odoractiv 10, odor-free synthetic textiles Certifications: _ Sustainability label bluesign® _ «Skin Friendly» from Hohenstein Institut _ ECO PASSPORT by OEKO-TEX®
TESTING / QUALITY CONTROL	_ JISL 1902 _ ASTM E 21-49 _ AATCC 100 _ and others	Individual odor evaluations/ testing, no standard available	ISO 17299 1-3 developed	_ ISO 17299-3 _ SAN GC-MS 900/01 developed _ SAN BIO 41/17 developed _ Anti-Adherence Test developed	_ ISO 17299-3 _ SAN GC-MS 900/01 _ SAN BIO 41/17 _ Anti-Adherence Test _ XRF quality control technology
EFFECT	SINGLE EFFECT			DUAL EFFECT	

© SANITIZED AG

A NEW DIMENSION OF ODOR-MANAGEMENT



The Function:

Sanitized® hygiene function

The Ingredient Brand:

Sanitized® Actifresh

The Effect:

- _ Antimicrobial efficacy
- _ Freshness Effect during and after sports

The Technology:

- _ Hinders bacterial growth and the temporary formation of odor
- _ Biocidal product



The Function:

Sanitized® Odor Control Function

The Ingredient Brand:

Sanitized® Odoractiv

The Effect:

Prevents permastink build-up on textiles

The Technology:

Odor adsorbing and anti-adherence effect on odor-causing bacteria



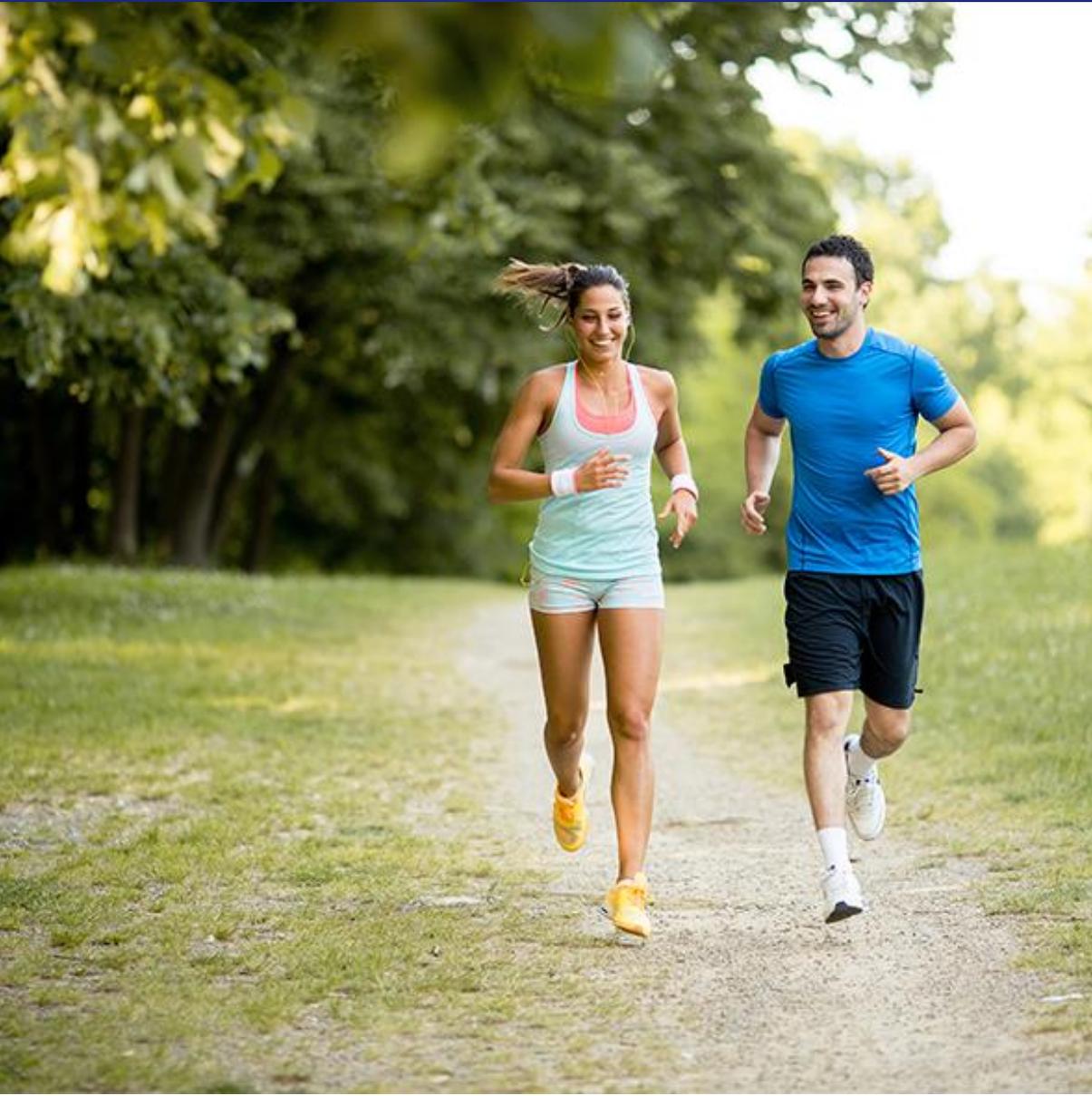
Comprehensive Odor-Management

Combining the Sanitized® hygiene function with a Sanitized® Odor Control Function gives you the ultimate wearing experience. Feel comfortable in your clothes before, during and after sports as well as after home laundry. Thanks to this combined effect you stay fresh on all levels: odor adsorbing, anti-adherence plus the antimicrobial efficacy!



Run Wild! Wherever, Whatever, Whenever New Technology for Odor-Free Synthetic Textiles

Swiss antimicrobial expertise
since 1935



[BLOG sanitized.com](https://www.sanitized.com)

The market is currently on the lookout for new, sustainable comprehensive odor management when it comes to polyester and other synthetic clothing. The goal is to allow customers to experience a feeling of freshness and comfort while doing sports as well.

Whether during, after or repeated wearing, sporty active people want to enjoy odor-free textiles for as long as possible. It's a fact: If you do sports you will sweat. And unpleasant odors develop as soon as bacteria begin to break down the sweat.

Sanitized® Odoractiv with odor adsorption and neutralization is the ideal solution for naturally active and sustainable odor control function free from biocides and metals.

Be Adventurous, Have Fun!
Odor-Free, Naturally with Sanitized®

Swiss antimicrobial expertise
since 1935



BLOG the.house

Biofilm is that slimy gross film that forms in your kitchen drain or in your shower, right? Wrong! This stuff loves textiles, especially polyester or other synthetic fabrics used in sportswear, and it is the main cause for permastink. The nasty odor that can develop shortly after wearing something that's freshly washed.

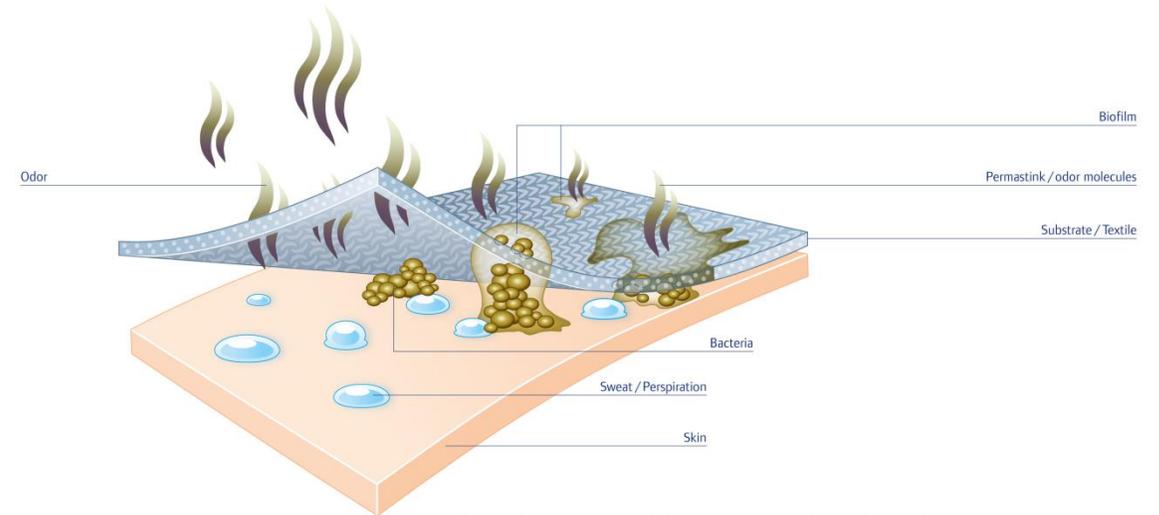
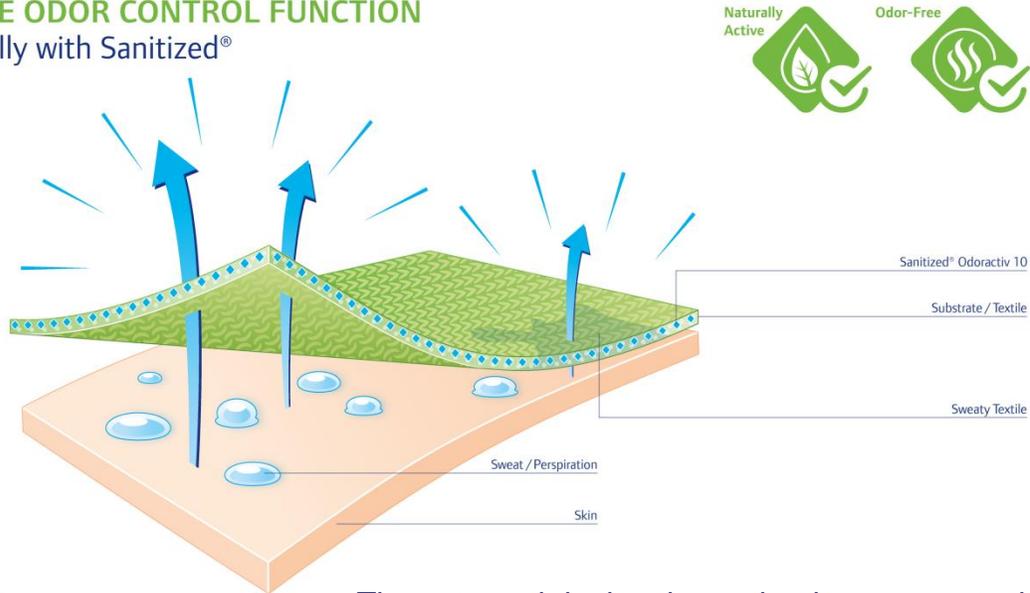
Stop permastink build-up, naturally, with a Sanitized®. A new dimension in odor-management offers constant effectiveness against nasty odors and permastink.

Naturally Odor-Free Wearing Experience

Swiss antimicrobial expertise
since 1935



ACTIVE ODOR CONTROL FUNCTION Naturally with Sanitized®



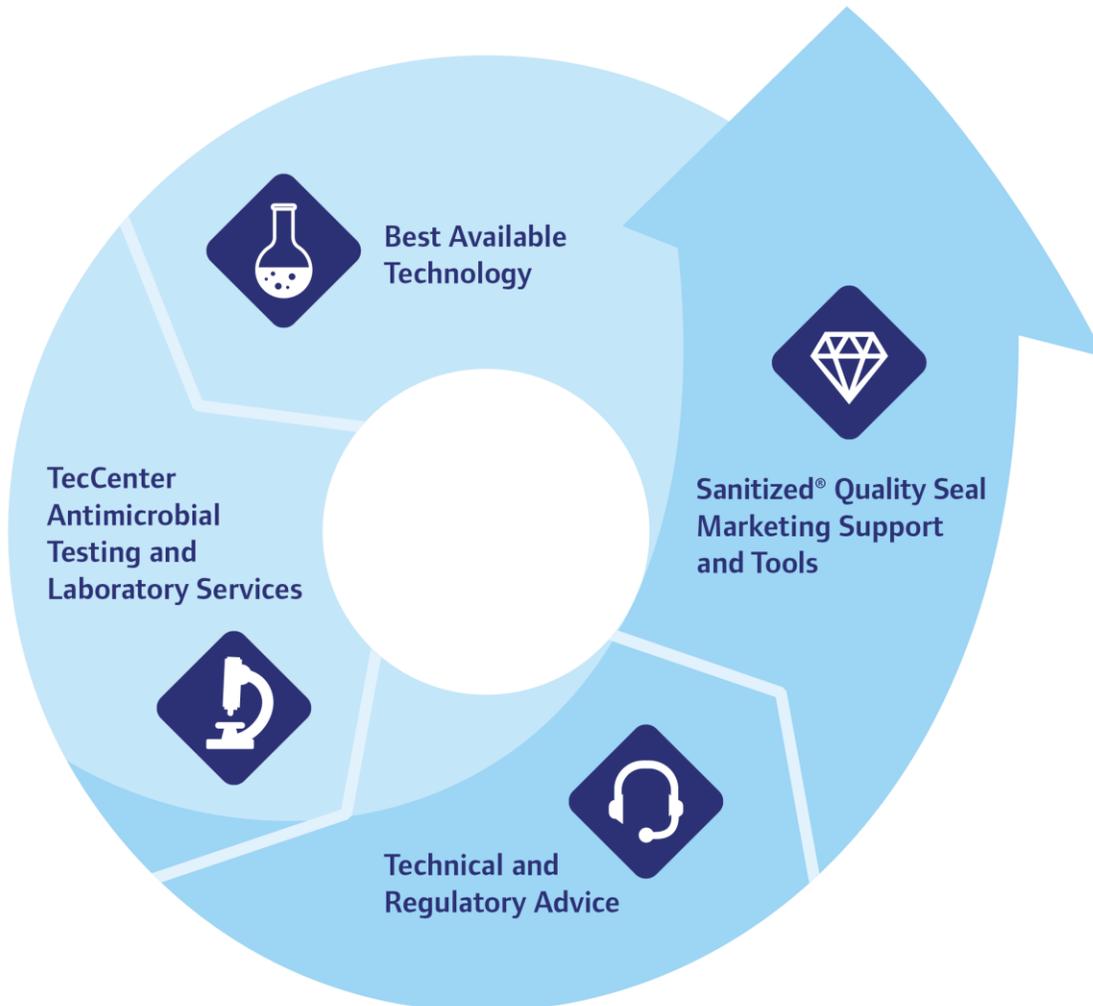
© SANITIZED AG

The patented dual-action technology prevents the adhesion of odor-causing bacteria and the development of biofilm and permastink. Odors are “trapped” or adsorbed and neutralized. The result is a naturally odor-free wearing experience.

Persistent, unhindered odor development reducing wearing comfort and confidence. This undesirable effect is caused by bacteria that break down the perspiration generating the unpleasant sweet, pungent smell. Once the odor molecules have penetrated into the textile fibers, they remain there permanently.

Our efforts for you SANITIZED 360° Service Package

Swiss antimicrobial expertise
since 1935



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.

Would you like to see your products in Sanitized® the.house?

Swiss antimicrobial expertise
since 1935



the.house is an innovative & interactive marketing platform to attract additional attention for your Sanitized® treated products and to generate more traffic on social media and websites! We present over 140 partners with a customizable microsite that can be accessed with a QR-code and includes direct links to online shops, social media channels and company websites.

Sanitized® the.house Customized microsite for license partners

Swiss antimicrobial expertise
since 1935



Vaude Sport GmbH & Co. KG

VAUDE

GERMANY

Ecologically sound and fresh! As a WWF cooperation partner and Fair Wear Foundation member, VAUDE takes its responsibility for people and nature very seriously. Their choice for odor-management is the Sanitized® hygiene function.

Company website
Sanitized® treated clothing

Bacteria Sanitized® hygienefunktion
von Sanitized



QR-code with direct link



Customer Publicity and Success Stories

All recent customer publicity and success stories as well as many other interesting and up-to-date information is available online on our social media channels, in [the.house](#) or in our [Sanitized® News](#)

Subscribe to our newsletter: <https://www.sanitized.com/subscribe-to-our-newsletter/>

Are you a fan yet?

Swiss antimicrobial expertise
since 1935

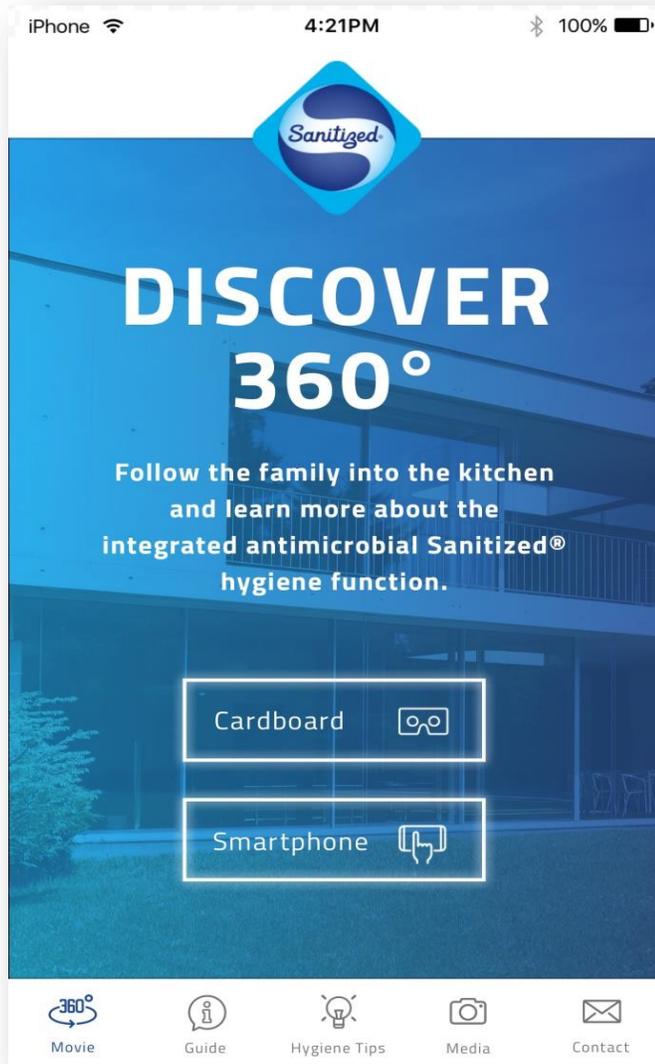


Our fans become your fans
Let's get connected! Follow us on [social media](#)



Sanitized® App now available!

Swiss antimicrobial expertise
since 1935



Entertaining, educational, practical and right at your fingertips

Download it today and get the close-up experience of Sanitized®! Widen your perspective with **our 360° Kitchen Movie and awesomely disgusting 3D animations**. Plus a **Sanitized® hygiene function guide** and many helpful everyday **hygiene tips** as well as a **camera and QR-code reader**. The app is German and English and automatically opens in the language of your phone. It is native and works without an internet connection.

[Google Play](#)

[App Store](#)

Sanitized[®] treated articles are the environmentally conscious choice. They support low-temperature washing, less frequent washing, reduced detergent, water, and energy use as well as improving material durability therefore extending the lifespan and reducing textile waste.



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since 1935



<https://www.sanitized.com/subscribe-to-our-newsletter/>



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Sanitized® News:
Stay up-to-date about hygiene
awareness, ingredient branding,
antimicrobial textile and polymer
business and company news

Your Global Contact Person

Swiss antimicrobial expertise
since 1935



**Our Sales Managers, local distributors or Customer Service Desk
will gladly assist you.**

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