

HOW TO SELL YOUR MICROBAN® PROTECTED PRODUCT

Everything you need to know

**Delivered to:
Samsonite Latin America**

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MICROBAN® INTERNATIONAL: AN INTRODUCTION

COMPANY OVERVIEW



1984

Founded

For 35+ years, Microban® has successfully worked with global manufacturers to incorporate built-in antimicrobial protection into a range of products

Growth

250+ Partners & 1,000+ Products

More than 250 leading partner companies in over 30 countries can offer cleaner, fresher and more durable products to their customers

2011

Acquired by Barr Brands

In addition to Microban International, Barr Brands International hosts a number of leading brands in their portfolio

COMMON APPLICATIONS FOR MICROBAN® TECHNOLOGY



Housewares, Appliances & Flooring



Office & School Supplies



Commercial Building Materials



Consumer Building & DIY Materials



Consumer Electronics



Cellular Phones & Accessories



Ceramics & Food Contact Products



Healthcare Equipment & Devices



Travel & Transport Equipment

250+ PARTNERS IN OVER 30 COUNTRIES



TEXTILES

Calvin Klein
underwear

Reebok

Ortholite®
comfort foam insoles

SPANX®

FILA



CONSUMER

Whirlpool®

Rubbermaid

Tefal®

P&G

GE APPLIANCES



BUILDING

armacell®

PANARIAgroup

BAL

SHERWIN WILLIAMS

TAUBMANS



COMMERCIAL

SECURITYPOINT MEDIA
MOVING PEOPLE. MAKING CONNECTIONS.

Schneider Electric

HUSSMANN

Pas Reform
Hatchery Technologies

Rubbermaid
Commercial Products



HEALTHCARE

METRO

Favero Health Projects

MARLUX MEDICAL

TouchPoint MEDICAL

watts
THE SMART SHOE COMPANY

GLOBAL CAPABILITIES



BRAND PARTNER SUCCESS STORIES

SUCCESS STORIES

Golden Moon: Playing Cards



Market: Casino dealers and consumers. Currently have a 40% share in production of casino playing cards

Company: Golden Moon is a leading Chinese accessories manufacturer

Product: Casino-grade PVC playing cards

Territories: United States, China, Taiwan

Innovation: Antimicrobial technology is integrated into the cards at the stage of manufacture, rendering them cleaner and fresher for their expected lifetime. Now working to launch across all of the major casino chains in Las Vegas, Atlantic City, Reno, and Macau.



SUCCESS STORIES

Lightning Technologies: Pooled Pallets



Market: Disrupts the unsustainable, wood-based pallet market (short life, old assembly process, inefficient utilization) with a 10Bn unit global installed base

Company: Lightning Technologies is the creator of the most advanced pallet on the planet. Through its pallet technologies, the company provides a complete logistics solution

Product: “**Smart**” and **Durable hybrid pallet for use in shipping asset pools, which are becoming more and more common vs. owned pallets**

Territories: North America, United Kingdom, European Union

Innovation: Embedded Smart Tag RFID monitoring location, temperature, impact, and humidity during its journey along the supply chain; Delivers unique value for high \$ shipped goods e.g. Protein, Produce, Pharmaceuticals; Pooled Pallets (vs. owned assets) = “The Uber for Freight”



SUCCESS STORIES

GE Appliances: Front Load Washing Machines



Market: Addresses the common consumer pain-point of front loader odors

Company: GE Appliances, a Haier Company (GEA), is one of the largest appliance brands in the United States and manufactures appliances under a house of brands which include: GE, GE Profile, Café, Monogram, Haier and Hotpoint

Product: **GE Front Load Washers**

Territories: United States, Canada, Mexico

Innovation: Defend with OdorBlock™ – Microban technology is built-in to multiple surfaces of the GE Front Load Washers including the gasket, soap dispenser and pump. **Look for the blue!**; Drain & Dry with UltraFresh Vent System – Spin cycle that circulates air in and through the system to dry it out and reduce moisture by over 80%



SUCCESS STORIES

Kwikset: Door Hardware

Kwikset

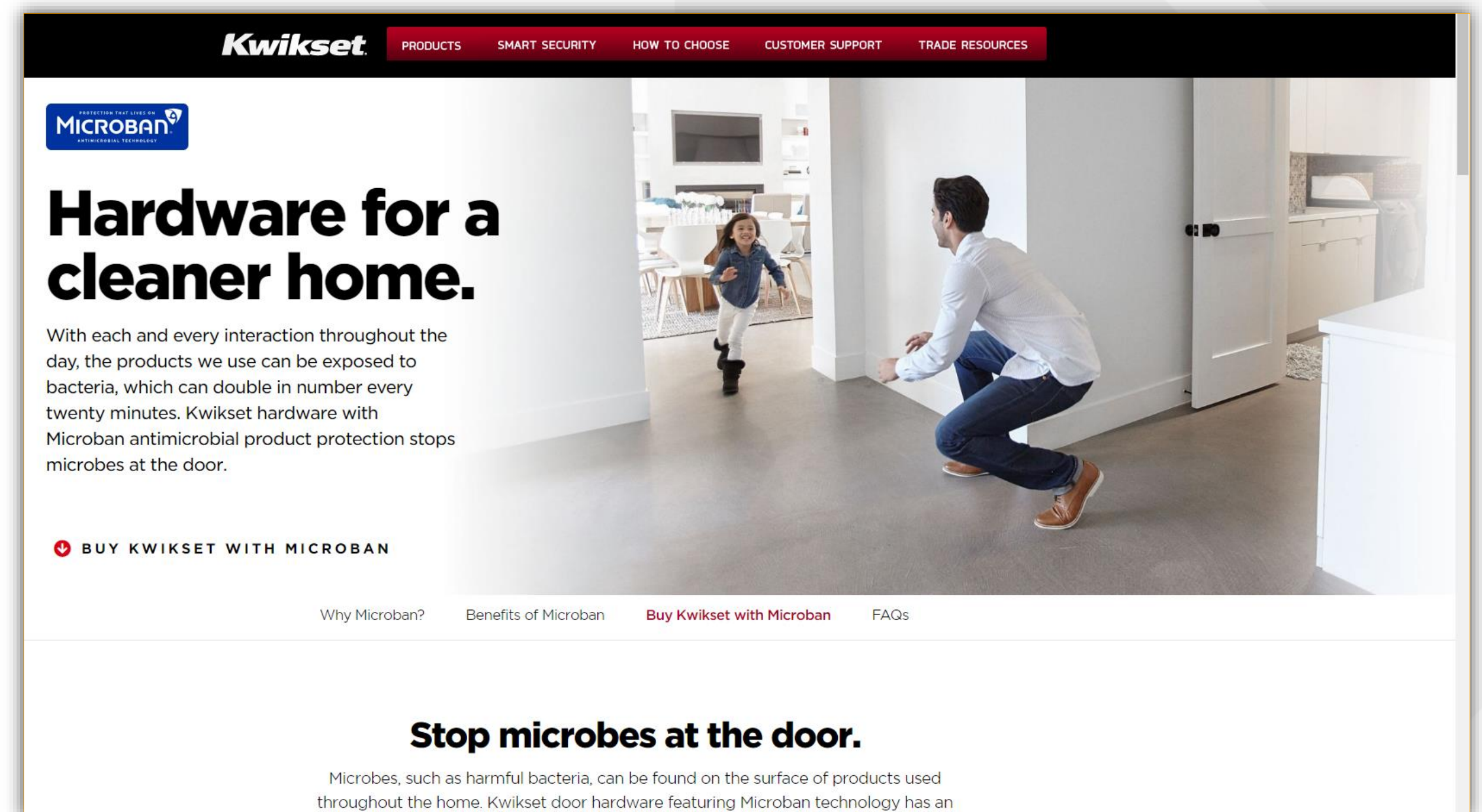
Market: Implementation of the brand in a highly segmented product category to provide differentiation at home improvement stores in the US. Marketing message honed to address pain points and areas of concern for the target customer

Company: Kwikset is an American lock and lockset manufacturer owned by Spectrum Brands Hardware and Home Improvement Group, a Division of Spectrum Brands

Product: Door hardware products including deadbolts, levers, knobs, and handles

Territories: United States, Canada, Mexico

Innovation: Door handle combination packs, deadbolts, dummy door handles, hand sets and knobs and levers with built-in antimicrobial product protection



SUCCESS STORIES

SecurityPoint Media: Airport Security Trays



Market: North America TSA screening bins at 37 Airports (and growing)

Company: Security Point Media is the inventor and operator of the SecureTray System®

Product: “Smart” Screening Bins and Film that acts as an advertising billboard;
System improves screening rate ~30% faster than alternatives and provides
interesting product placement for advertising firms

Territories: United States

Innovation: Film treated with Microban; Bin treated with Microban; ‘Trust Tags’ on all bins in network; On-Product Branding; Advertising Media discounted rate negotiated by Microban for partners

Interesting Points: Microban has negotiated a favorable \$5/CPM for Brand Partners who advertise with SPM



SUCCESS STORIES

PDI: Professional Disinfection Products



Market: North America healthcare disinfection / sanitization sector (hospital environment)

Company: Professional Disposables International (PDI) offer a broad range of evidence-based, market leading Interventional Care, Environment of Care, and Patient Care solutions, all designed to help reduce preventable infections, control healthcare costs, and ultimately help save lives

Product: **World's first Healthcare Residual Disinfection RTU Spray technology**

Territories: United States, Canada, Mexico

Innovation: Sani-24 Brand “Powered by Microban”; *World's First* Continuously Active Disinfection performance (24 hours and/or 96 touches) approved for Healthcare Sector; New EPA protocol developed and validated; Spray RTU Format (2019); Wipe Format (2020)



SUCCESS STORIES

Speck: Cell Phone Cases & EarPod Cases



Market: Addresses consumer concerns about the presence of bacteria on cases for electronic devices and accessories

Company: Speck Products is a subsidiary of Samsonite based in San Mateo, California. The company makes protective cases for portable electronic devices including iPad, iPhone, MacBook, Android devices, Windows Phone devices, tablets and eReaders

Product: Presidio® Sport Cell Phone Cases and EarPod Cases

Territories: Worldwide

Innovation: Full line of cases treated with Microban antimicrobial technology; All new IMPACTIUM & IMPACTIUM CLEAR SHOCK BARRIER for up to 13-foot drop protection; Less stress on face-down drops with raised bezel; Resist yellowing from UV rays & oils with stay clear coating



SUCCESS STORIES

Procter & Gamble: 24-Hour Disinfection & Sanitization Products



Market: North America consumer goods sector

Company: Procter & Gamble (P&G) is an American multinational consumer goods corporation

Product: 24-Hour disinfectant and sanitizing sprays

Territories: North America

Innovation: Microban is the Brand (Microban 24); The power behind Microban 24's proven technology relies on a unique, multi-layer protective barrier that forms wherever you apply it. This multi-layer barrier then activates small amounts of bacterial fighting ingredients over time, providing continuous antibacterial protection for up to 24 hours

Interesting Points: Coverage on The Today Show; Featured in Better Homes & Gardens and House Beautiful; Garnered more than 70.64MM impressions



YOUR INNOVATION PARTNER

MICROBAN® & SAMSONITE LATIN AMERICA

What can you expect?



-  **A distinct competitive advantage**
-  **Enhanced product functionality**
-  **Complimentary product feature**
-  **Alignment with other well-known brands**
-  **Utilisation of industry leading technology**
-  **Great talking point!**



An Industry Trustmark

Microban® has become synonymous with durable, safe, and effective antimicrobial solutions. As the global leader in this space, we also maintain the most recognisable brand amongst businesses and consumers.

A WINNING PARTNERSHIP



Validation & Ongoing Quality Control

We ensure your product is always performing to the highest standards, helping you to maintain the credibility of your product and your business.



Unrivalled Turnkey Support

In addition to a high-performing antimicrobial additive, you will receive in-depth marketing, sales, technical and regulatory support from a team of industry experts.



Increased Market Demand

By utilising the industry's most recognised antimicrobial brand, manufacturers like you can benefit from an increased purchase intent.



Low Risk Investment

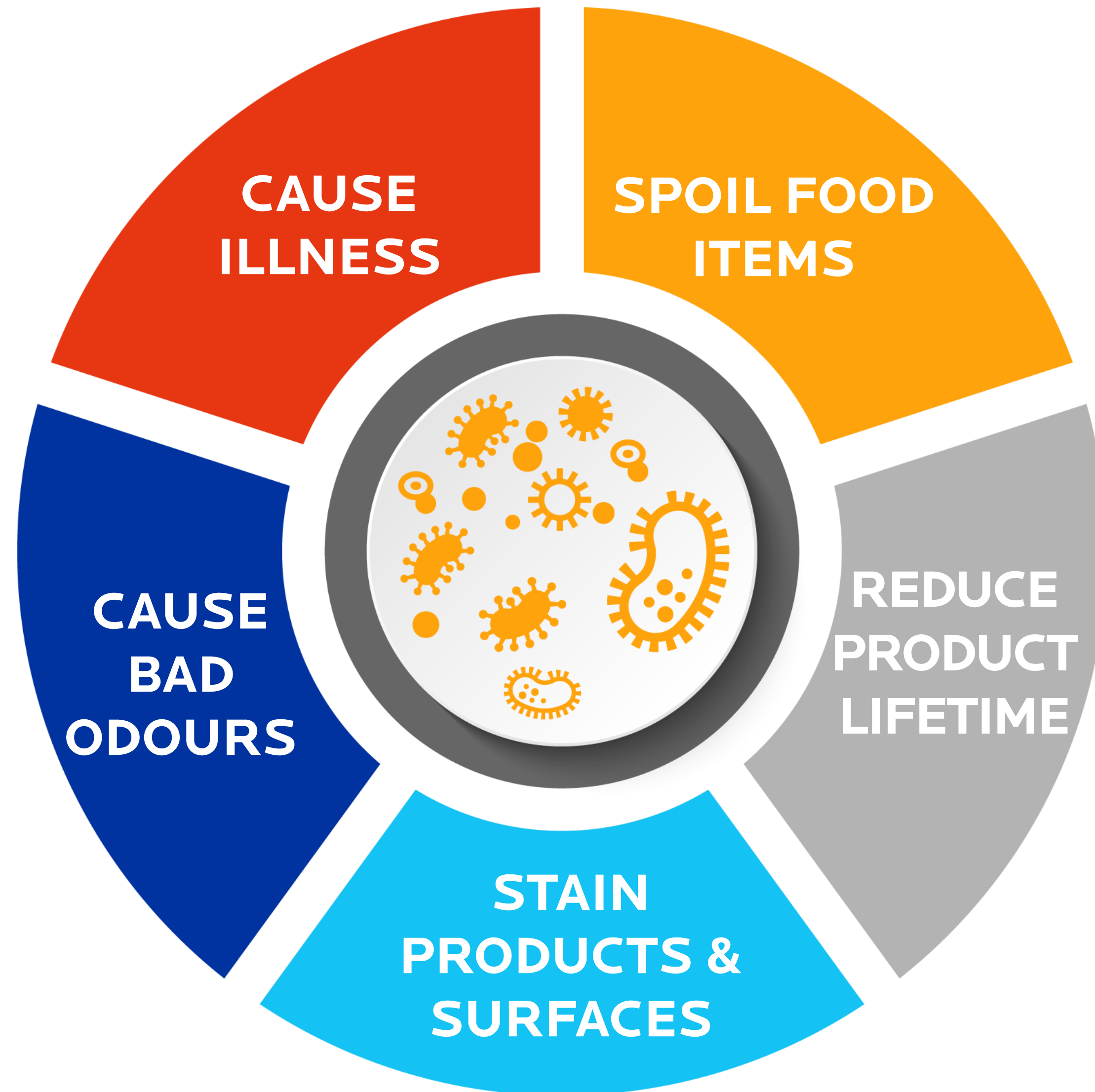
Choosing to leverage a Microban® antimicrobial technology could facilitate a price point increase. Cheaper than increased advertising, line extensions and new product launches!

**“ALONE, WE CAN DO SO
LITTLE, TOGETHER WE
CAN DO SO MUCH.”**

- Helen Keller

THE SCIENCE BEHIND THE BRAND

WHAT DO MICROBES DO?



Fun facts:

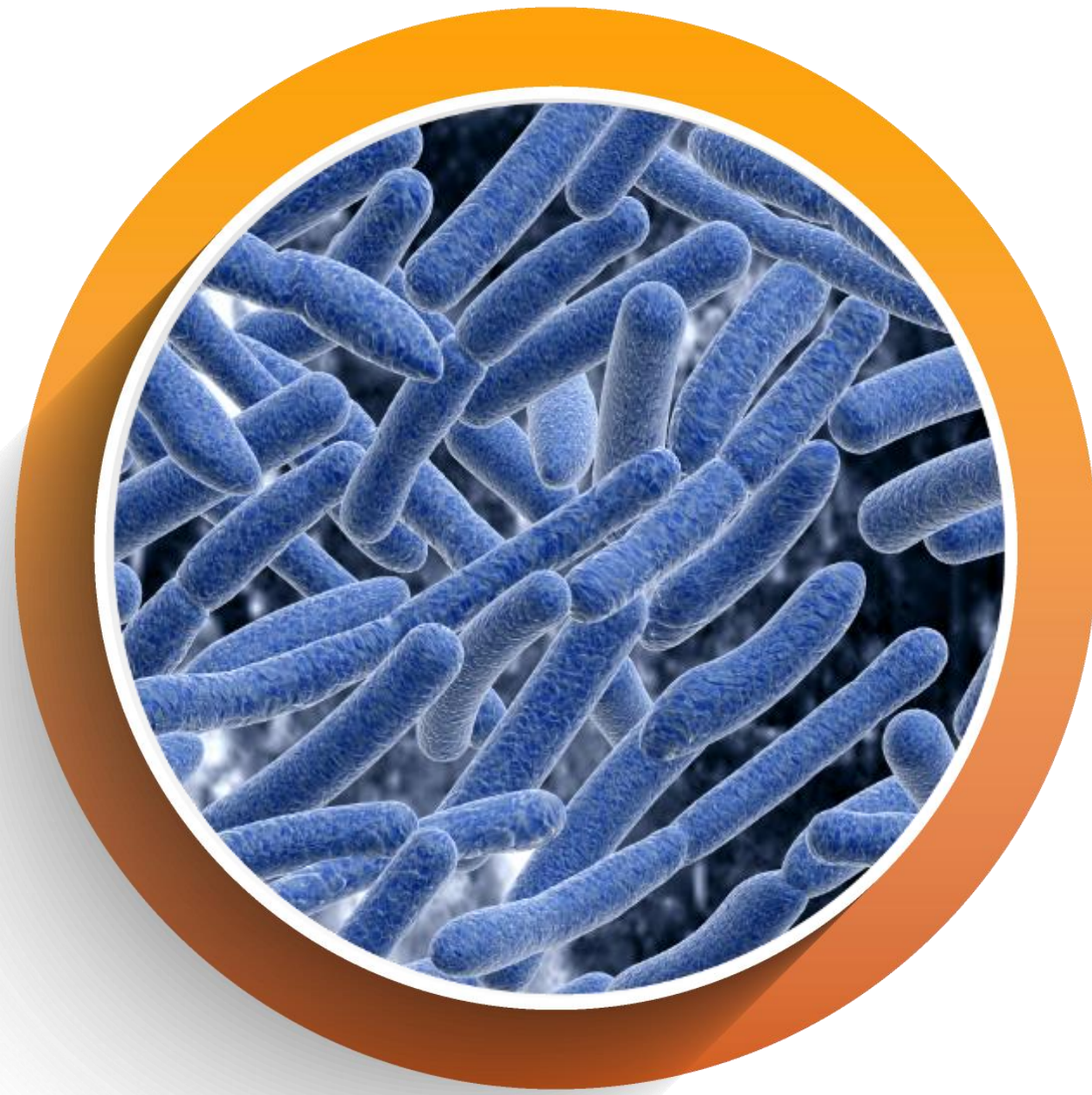
Microbes include bacteria, fungi, and algae

Microbes are everywhere - surviving in almost any environment

The human body has more microbes than human cells

Microbes are becoming resistant to antibiotics – set to cost the global economy \$100 trillion by 2050

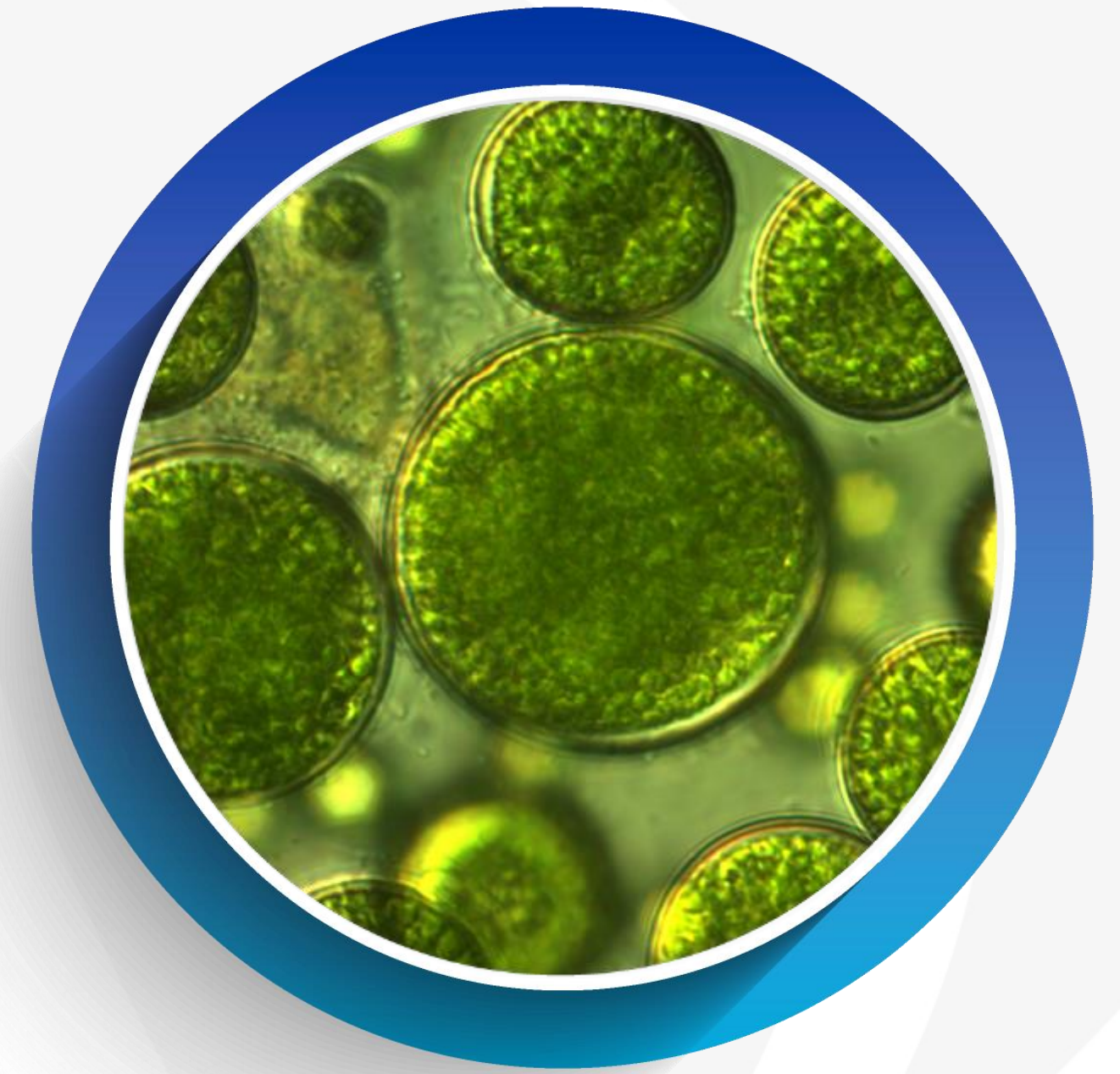
WHAT DOES ANTIMICROBIAL MEAN?



Antibacterial



Antifungal



Antialgae

ANTIMICROBIAL

HOW DOES ANTIMICROBIAL TECHNOLOGY WORK?

1. Full Integration

The technology is integrated during the manufacturing process and becomes part of the molecular structure of the product. It will not wash off or wear away.

2. Contamination

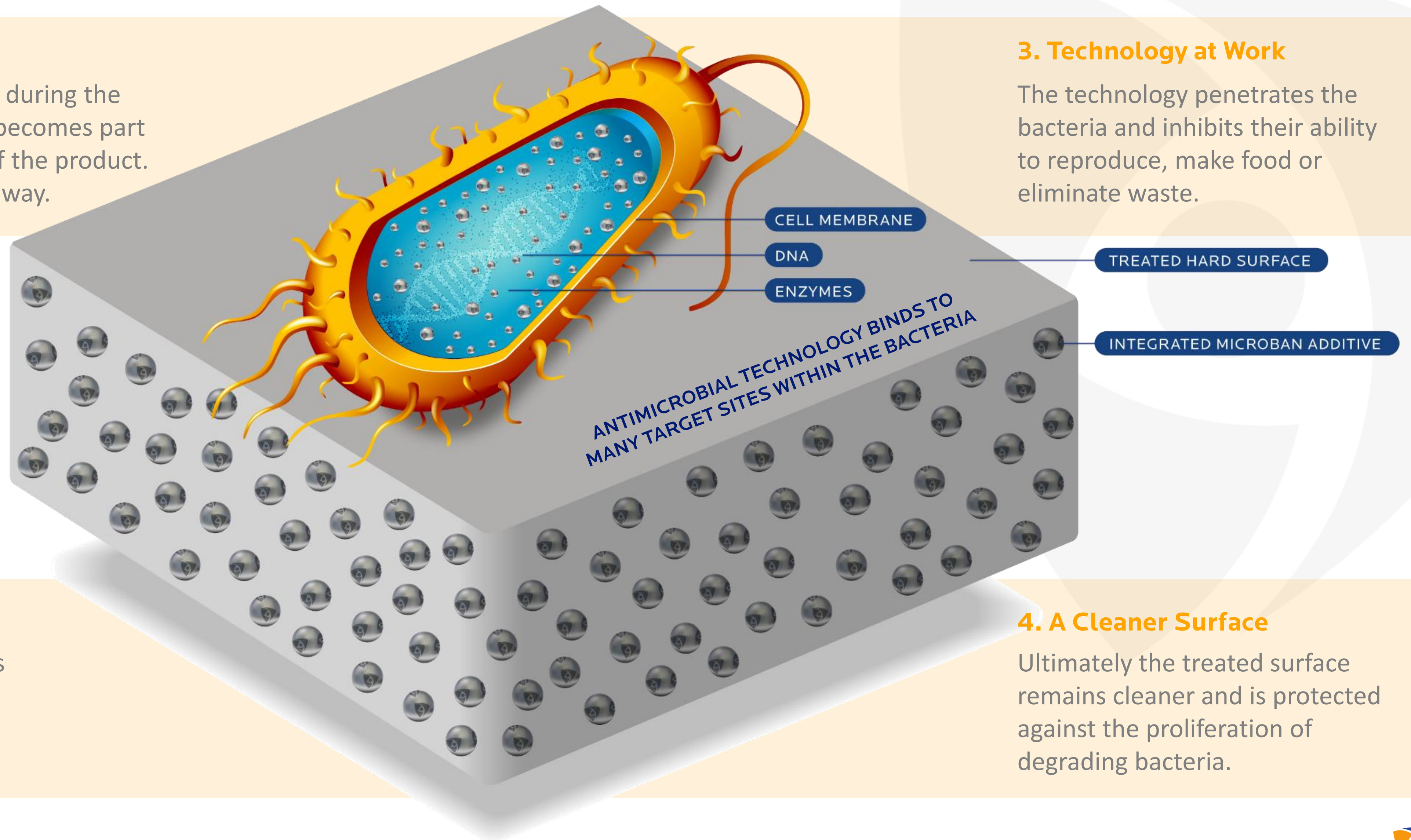
The treated surface becomes contaminated with bacteria as a result of contact.

3. Technology at Work

The technology penetrates the bacteria and inhibits their ability to reproduce, make food or eliminate waste.

4. A Cleaner Surface

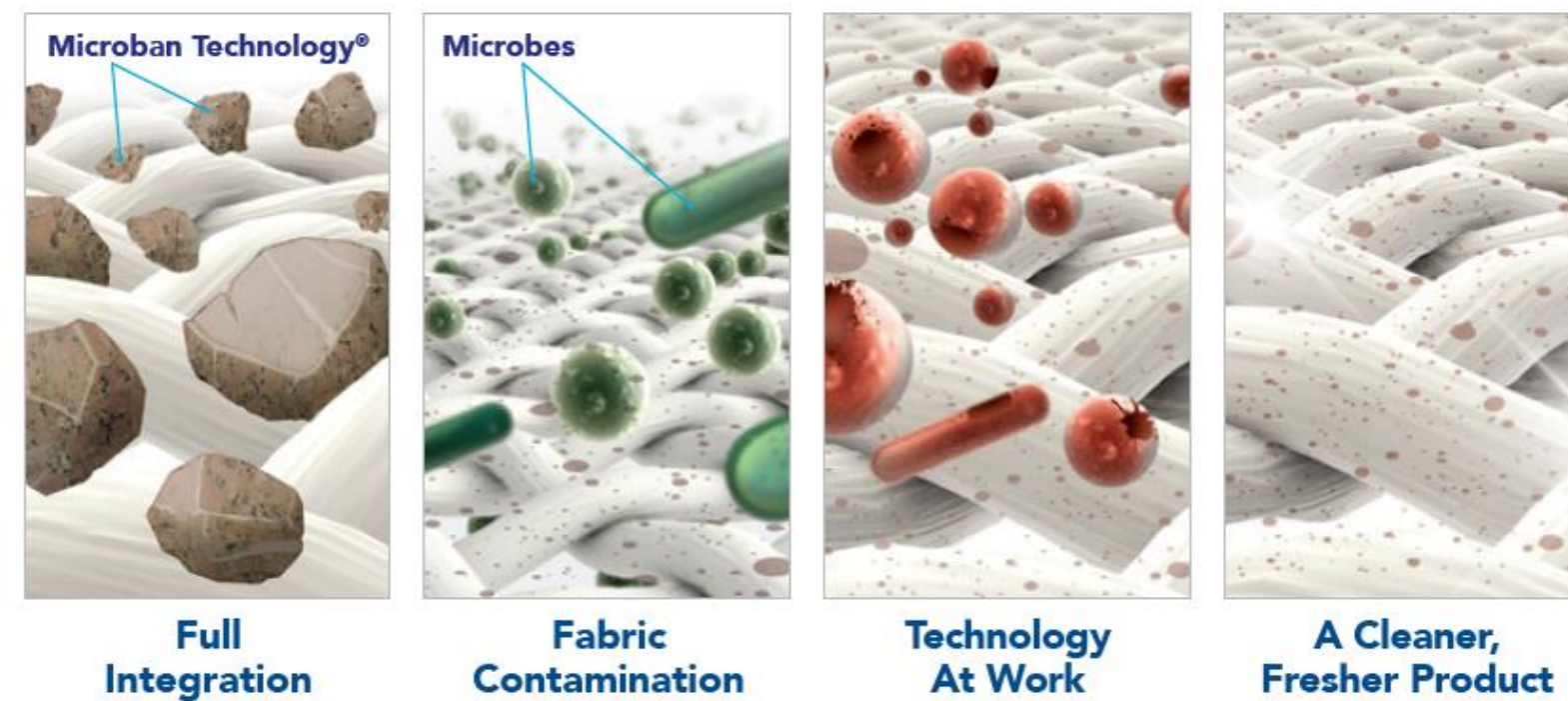
Ultimately the treated surface remains cleaner and is protected against the proliferation of degrading bacteria.



HOW DOES IT WORK?

Microban® antimicrobial technology is applied to the fabric of each product as a durable finish.

It works by disrupting the vital life processes and biological functions of contaminating microbes, meaning they cannot grow or reproduce and subsequently die. The result is a fabric that stays hygienically cleaner and fresher in-between cleaning. It is also easier to clean and has an extended functional lifetime.



PROVEN BY SCIENCE, TRUSTED BY TRAVELERS

Microban® technologies have a long history of safe and effective use in a wide range of product applications.

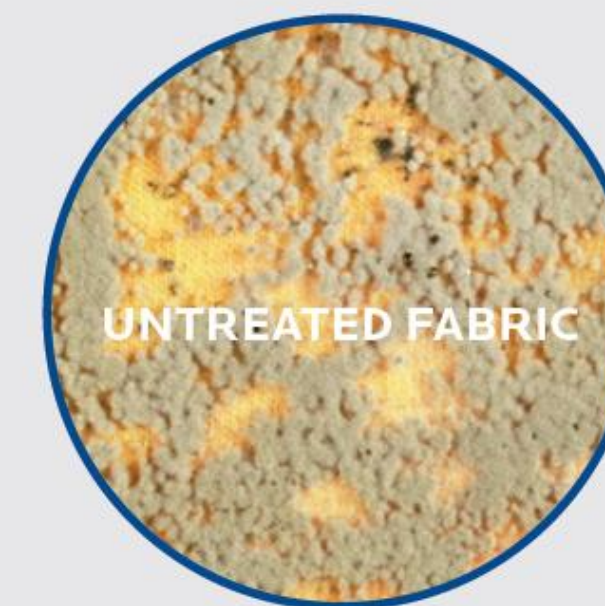
The technology applied to Samsonite travel products is registered with the United States Environmental Protection Agency (EPA) and notified with the Biocidal Products Regulation (BPR) in Europe.

ADDED PEACE OF MIND FOR ALL LIFE'S JOURNEYS

Without antimicrobial protection, suitcases and other travel accessories are susceptible to the growth of bacteria, mold and mildew.

Microban® technology works 24/7 to attack these invisible enemies on the surface of the fabric. The result is a travel product that stays cleaner and fresher for longer, allowing you to rest easy and focus on the journey ahead.

MICROBAN® INHIBITS THE GROWTH OF BACTERIA AND MOLD THAT CAUSE PRODUCT DETERIORATION, STAINING AND FOUL ODORS.



UNTREATED FABRIC



MICROBAN®
TREATED FABRIC

Key Benefits of Samsonite Antimicrobial Travel Accessories

- Protected against the growth of bacteria and mold
- Resistant to stains and odors
- Easier to keep clean
- More durable and longer-lasting



BENEFITS OF SILVER-BASED ANTIMICROBIAL ADDITIVES



MATERIAL AGNOSTIC



SAFE TO USE



TRIED & TRUSTED



EFFECTIVE



LONG-LASTING



THERMALLY STABLE



MULTI-MODAL

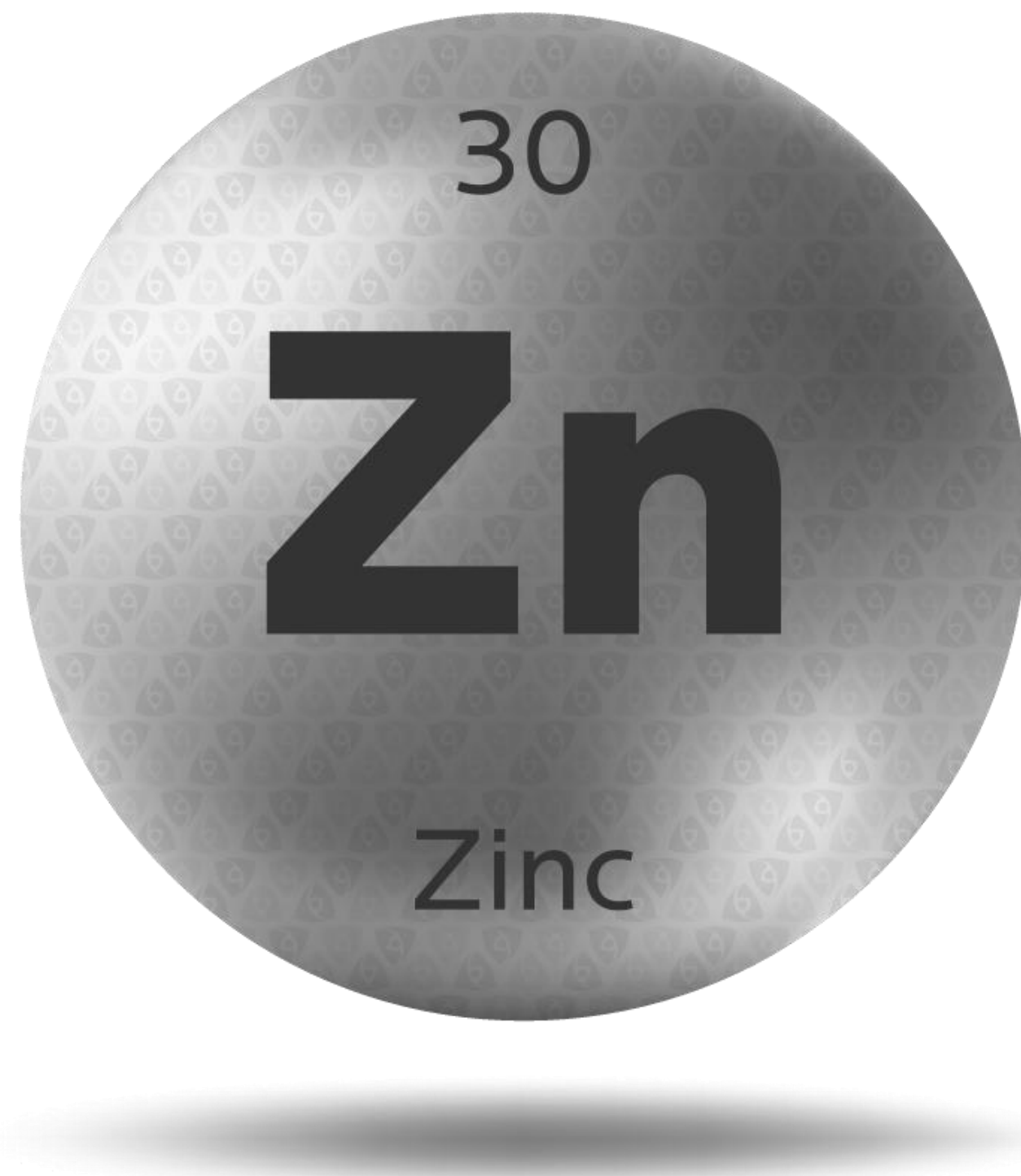


FOOD-CONTACT APPROVED

Microban® Technology:

SilverShield®

BENEFITS OF ZINC-BASED ANTIMICROBIAL ADDITIVES



SAFE TO USE



BROAD SPECTRUM PERFORMANCE



TRIED & TRUSTED



LONG-LASTING



EFFECTIVE



MULTI-MODAL

Microban® Technology:

ZPTech®

MARKETING YOUR ANTIMICROBIAL PROTECTED PRODUCT

BE PREPARED

**“What is
Microban®?”**

**“Why does my
product need
antimicrobial
protection?”**

**“How do I know
Microban® works?”**

**“Will Microban®
stop me from
getting ill?”**

**“Why should I pay
more for a Microban®
-protected product?”**

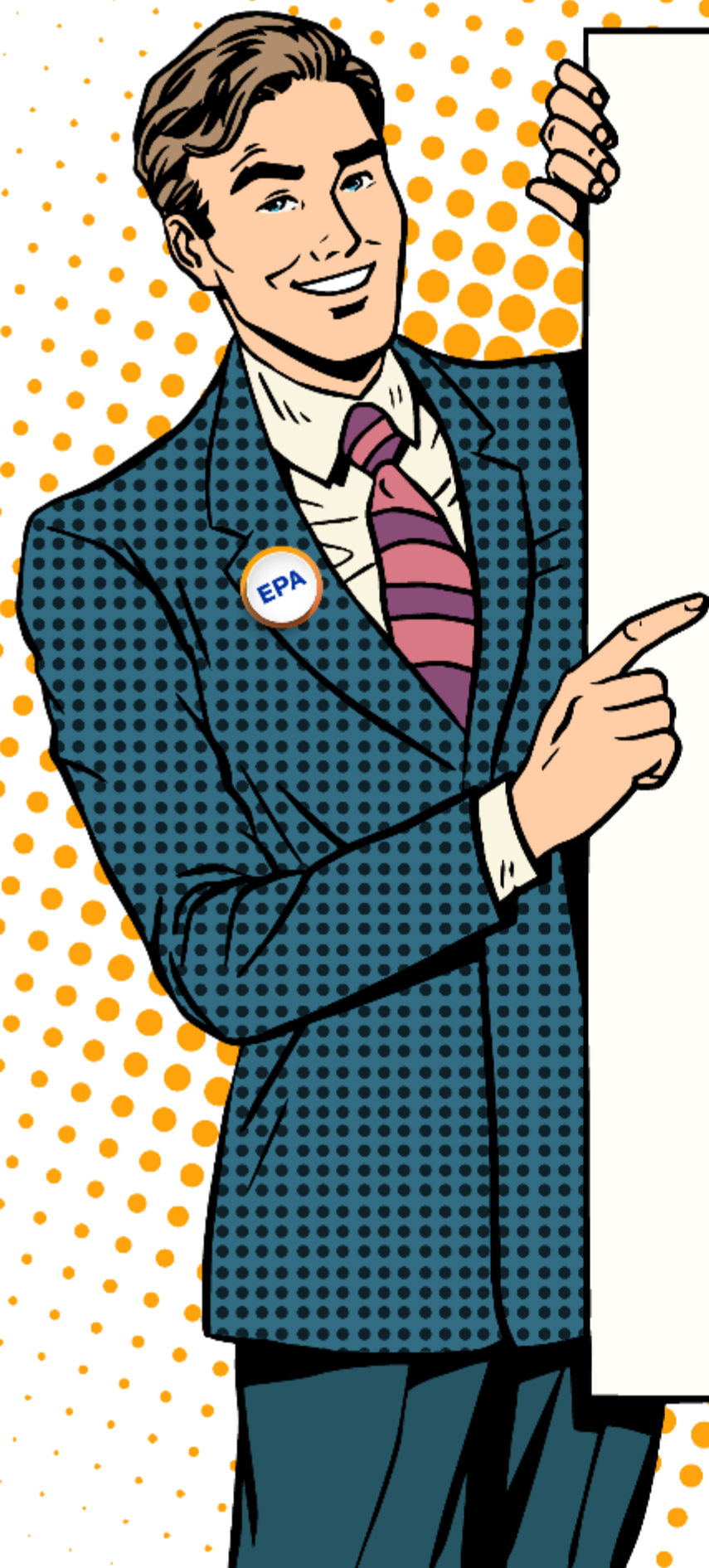
**“Why is Microban®
better than other AM
technologies?”**

WHAT CAN YOU SAY?



Microban's turnkey support services:

You will receive in-depth claims language guidance to ensure your Microban[®] protected product is marketed compliantly. Governing regulatory bodies include the EU Biocidal Products Regulation (BPR) and the US Environmental Protection Agency (EPA).



IN NORTH AMERICA

You can say...

IN EUROPE

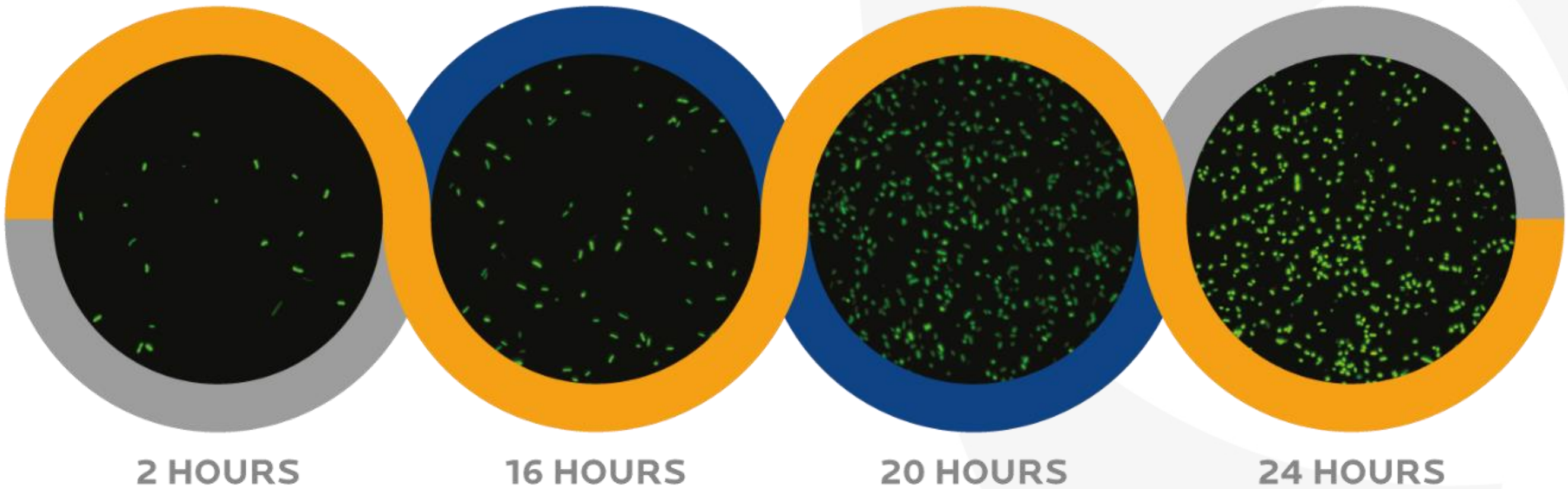
You can say...



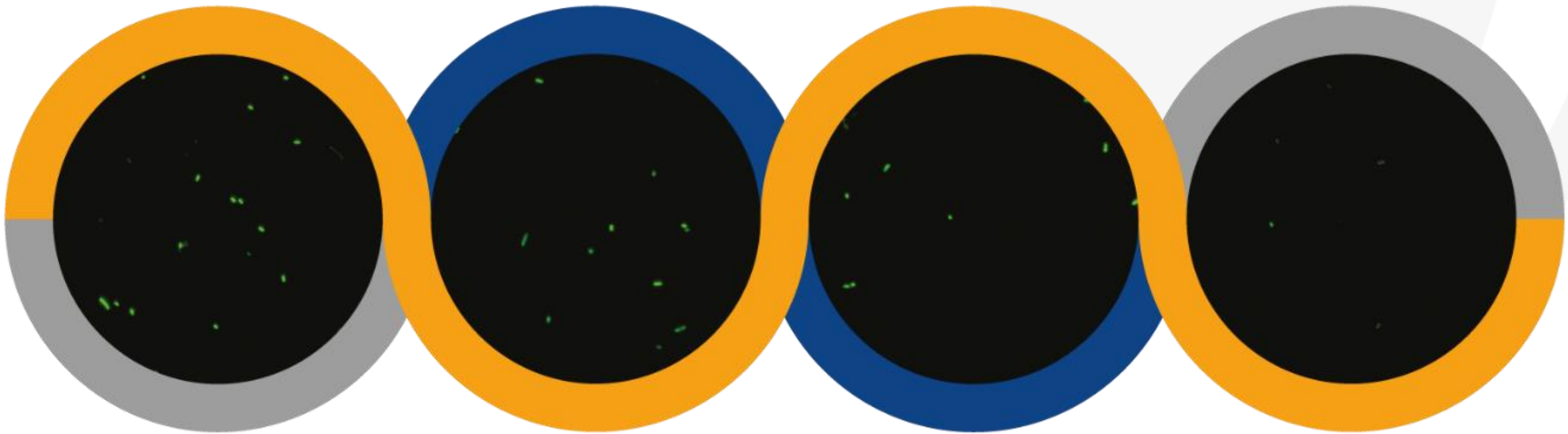
UNDER THE MICROSCOPE



ORDINARY SURFACE

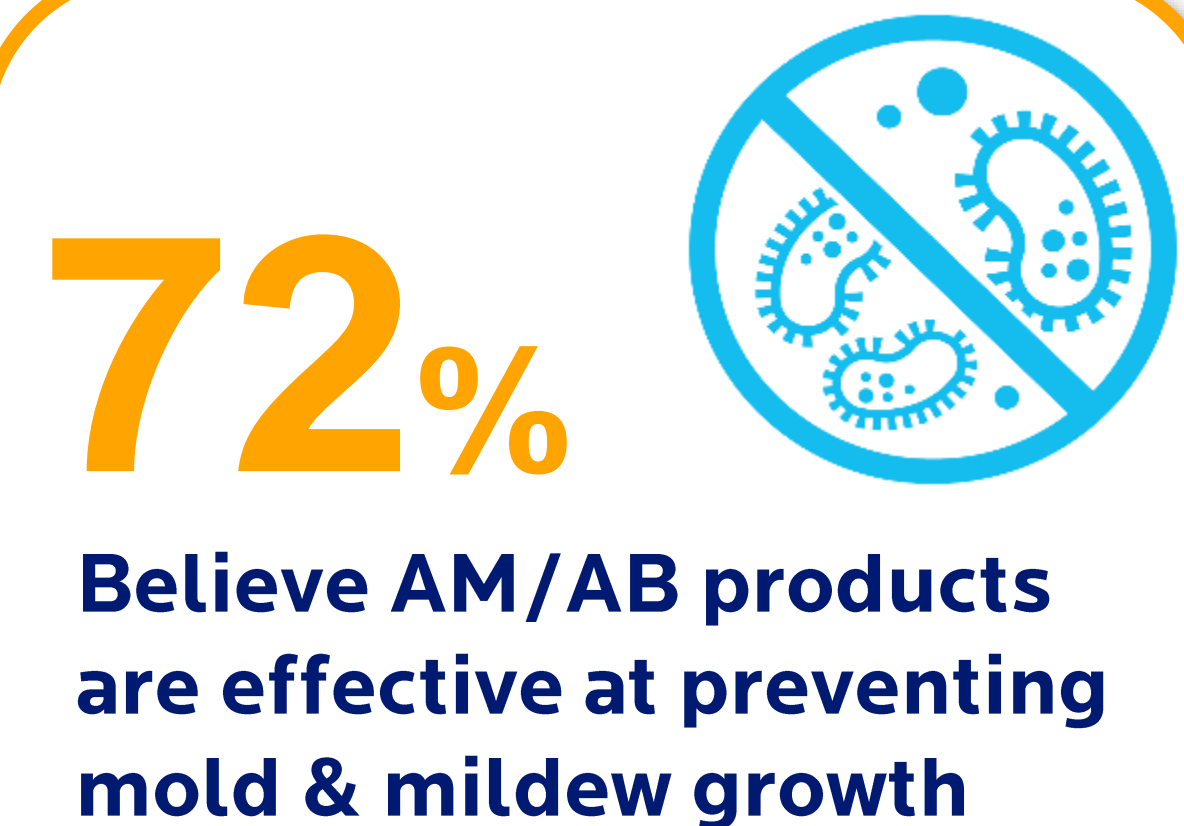
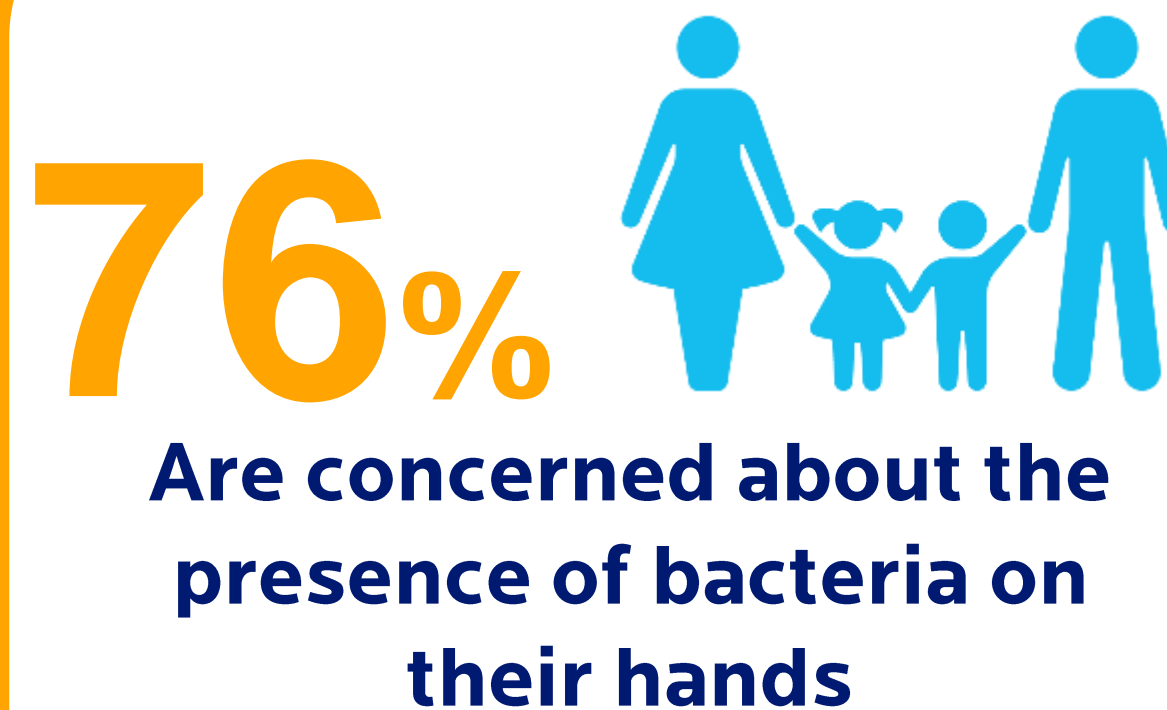
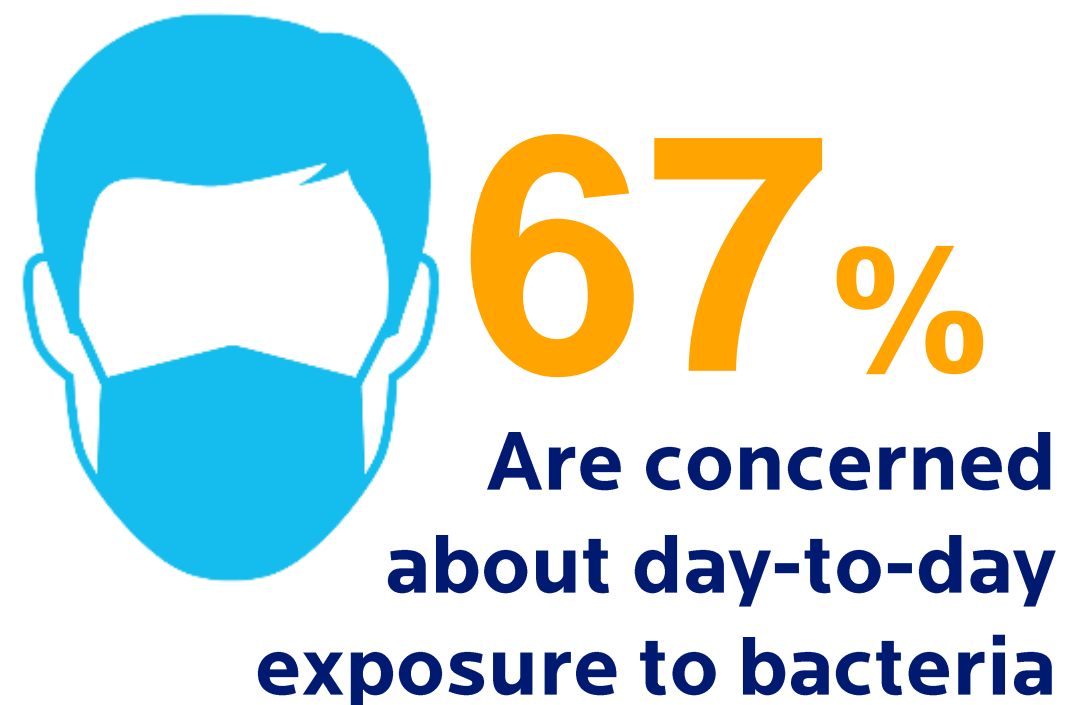
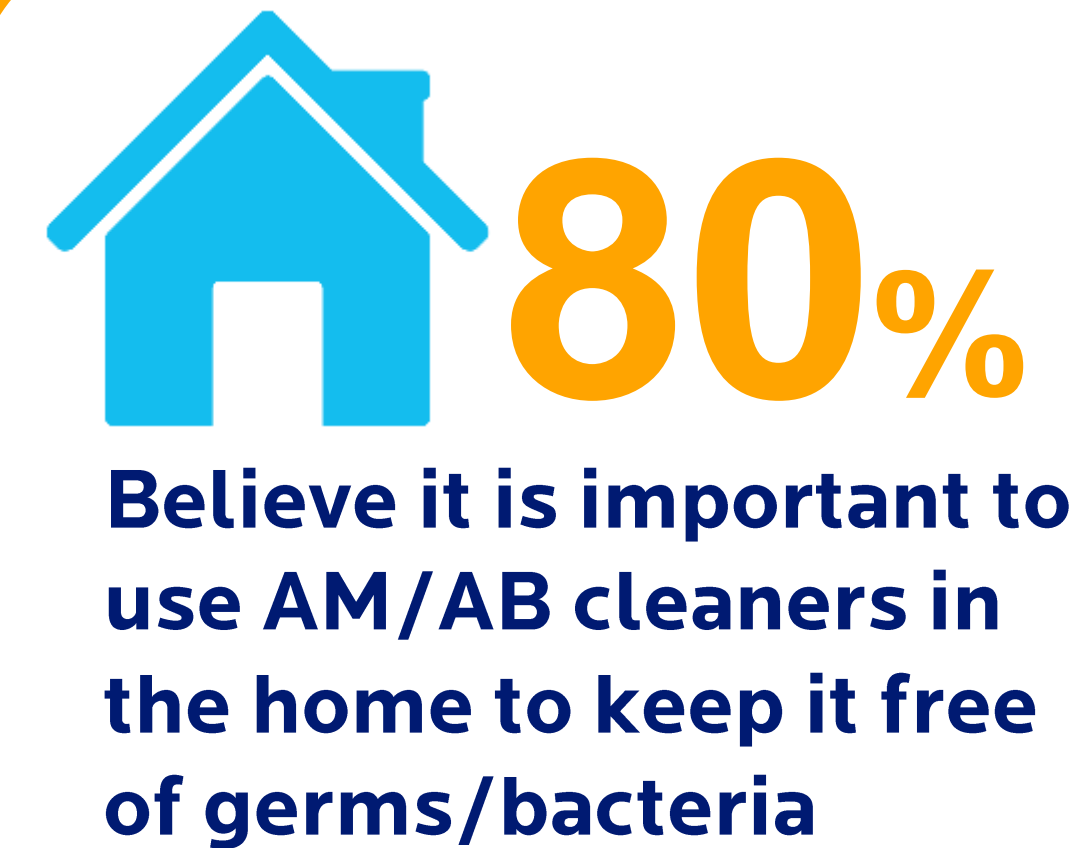
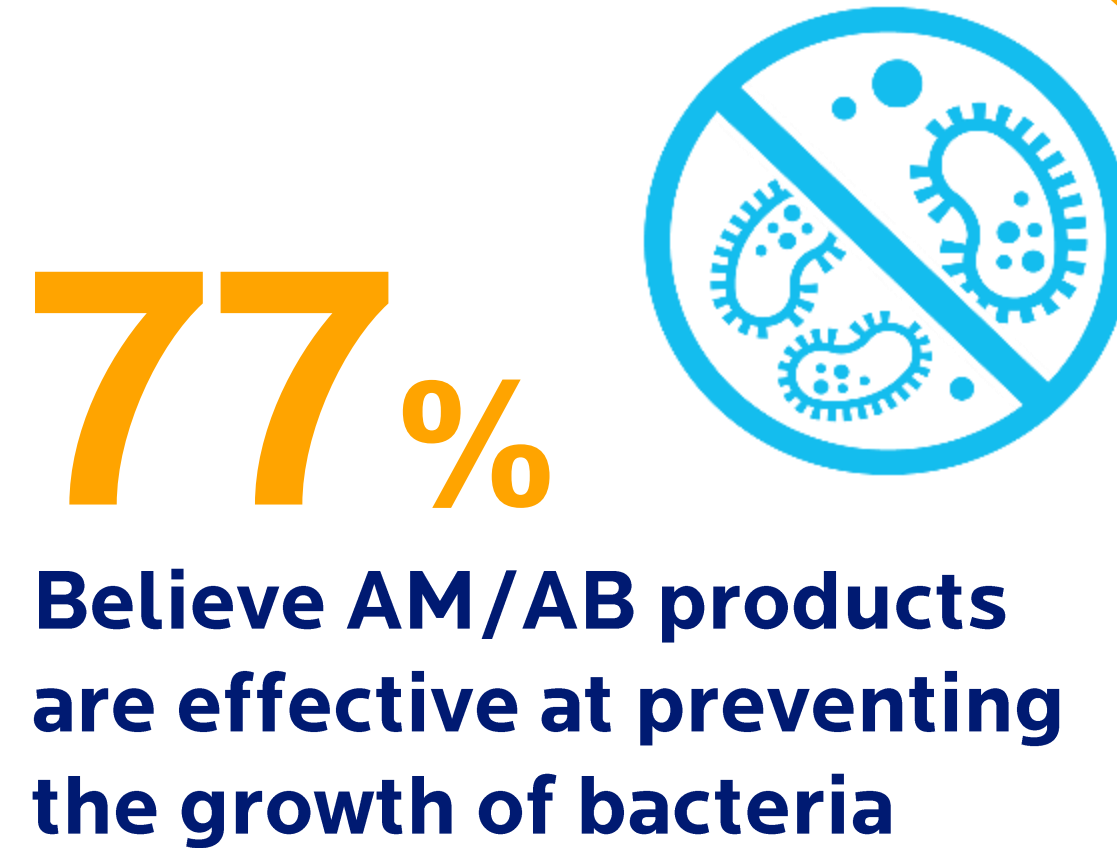
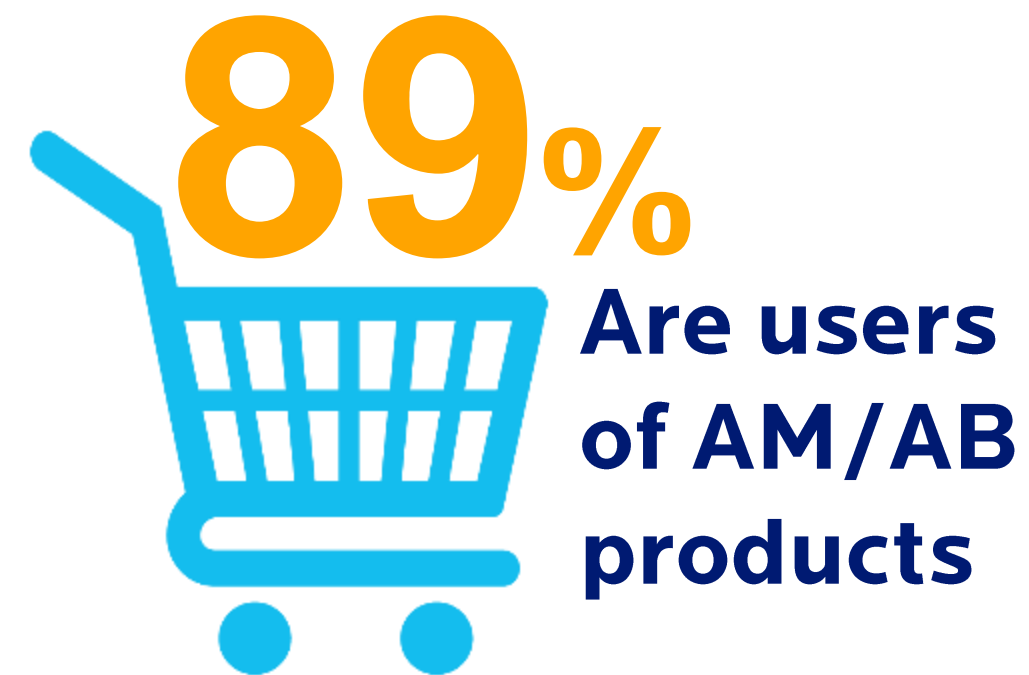


MICROBAN® SURFACE



KEY TALKING POINTS

Consumer Data



KEY TALKING POINTS

Consumer Attitudes to Microban®

90%

of air travellers



“reassured”

by the presence
of Microban®

97%

of consumers
cite Microban® protection

“very
important”



in public restrooms



91%

of cell phone users find

“peace
of mind”

in knowing
their cases feature
Microban® protection

93%

of consumers
cite Microban® protection





“very
important”


for use in hotel
room remote controls

KEY TALKING POINTS

Antibiotic Resistance

1 million 
premature deaths
annually in China
by **2050**

 **\$20
trillion**
cost to the Chinese
economy by **2050**

 **\$100
trillion**
cost to the global
economy by **2050**

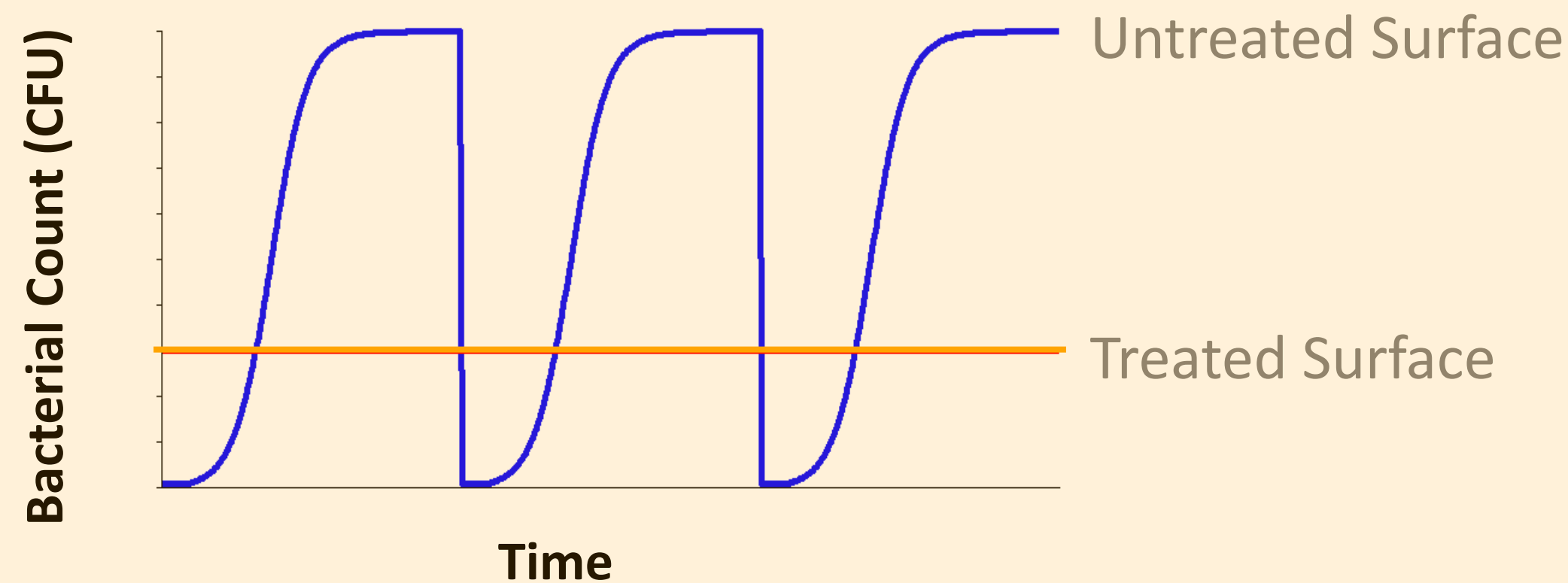
**One of the biggest
threats** to global
health, food security,
and development
today.

 Leads to
**higher
medical
costs &
increased mortality**

China
has the
**highest
level** of
antibiotic resistance,
followed by Kuwait & the US 

DISINFECTION VS. BUILT-IN ANTIMICROBIAL TECHNOLOGY

The persistence of bacteria on inanimate surfaces is a serious concern. The prevention and reduction of microorganisms should be considered as part of the overall solution.



Blue Line – periodic disinfection of an untreated surface

Orange Line – effect of a treated surface preventing organism growth

KEY FACT:
Even after
disinfection,
bacterial numbers
rebound by
2 hours

Best possible scenario is to use both methods of preserving cleanliness –
periodic disinfection of a treated surface to maintain the lowest possible level of organisms.

BENEFITS OF MICROBAN® PROTECTION: SUMMARY



Invisible protection, visible cleanliness

Product cleanliness is visibly improved without affecting the appearance, functions or durability of your product



Reduced odours

Bacteria can cause noxious odours. Reduced numbers of bacteria = a fresher product



Extended product lifetime

Inhibiting the growth of degrading microbes means the expected lifetime of your product is extended



Effective against a broad spectrum of bacteria

Microban® technology has been proven effective against a broad spectrum of bacteria, including antibiotic-resistant bacteria



Bacteria reductions of up to 99.99%

Microban® has been proven to reduce the presence of bacteria on products and surfaces by up to 99.99%



Works continuously

Microban® actively reduces the growth of microbes on a product 24 hours a day, 7 days a week



Will last for the expected lifetime of a product

Once integrated during manufacture, Microban® will last for the expected lifetime of a product or surface



Will not cause resistant microbes

Utilising products with built-in Microban® antimicrobial protection will not lead to the development of antibiotic-resistant bacteria

CONCLUSIONS

BE CLEAR WITH YOUR MESSAGING

- 
-  **IT'S AN ADDITIONAL FEATURE:**
Microban® technology is an additional feature of your already fantastic product!
 -  **IT DOESN'T DEFINE PRODUCT PURPOSE:**
The antimicrobial feature of your product does not define its purpose – treated article vs. biocidal product
 -  **IT ENHANCES PRODUCT PERFORMANCE:**
Microban® technology makes your product stand out from the crowd
 -  **IT MAKES IT MORE HYGIENIC TO USE:**
Your Microban® protected product stays hygienically cleaner in-between cleaning
 -  **IT'S EASIER TO KEEP CLEAN:**
Your Microban® protected product will continuously resist the growth of degrading microbes, complimenting existing cleaning strategies or practices.
 -  **IT HAS AN EXTENDED FUNCTIONAL LIFETIME:**
Your Microban® protected product is effective against microbes that can impact product durability
 -  **IT HELPS TO MINIMISE THE RISK OF CROSS CONTAMINATION:**
Your Microban® protected product will continuously be effective against microbial growth, reducing the potential for cross-contamination from surface to surface
 -  **IT STAYS FRESHER FOR LONGER:**
Your Microban® protected product is resistant to the growth of odour-causing & staining microbes

BE PREPARED

**“What is
Microban®?”**

**“Why does my
product need
antimicrobial
protection?”**

**“How do I know
Microban® works?”**

**“Will Microban®
stop me from
getting ill?”**

**“Why should I pay
more for a Microban®
protected product?”**

**“Why is Microban®
better than other AM
technologies?”**

GET IT APPROVED

Each Microban® technology is utilised to achieve different product performance goals; i.e. antibacterial, antifungal.

The claims you can make about your Microban® protected product will not necessarily be the same as the claims another Microban® partner can make about theirs.

**ALWAYS GET YOUR MARKETING
COLLATERAL APPROVED PRIOR
TO PUBLICATION!**

Please consult your account manager for further information

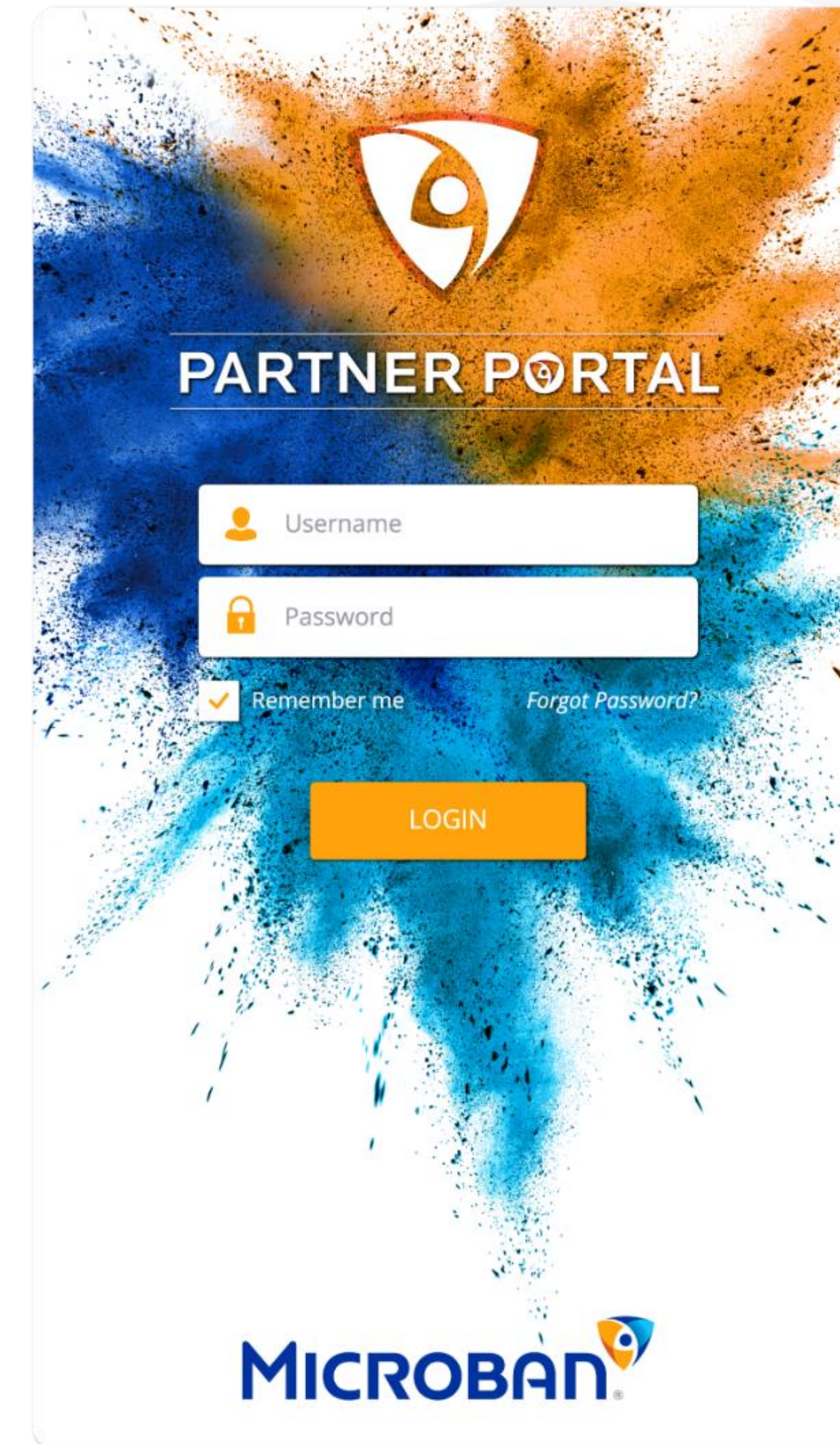


WHAT'S NEXT?

STEP 1:
Schedule monthly calls with your account manager

STEP 2:
Get access to the Microban® Partner Portal for 24/7 support

STEP 3:
Follow Microban® on Social Media



QUIZ TIME!

1. How old is Microban International?

- a) 25
- b) 30
- c) 35
- d) 40

2. What do microbes do?

- a) Cause human illness
- b) Stain products and surfaces
- c) Cause bad odours
- d) Prematurely degrade products
- e) All of the above

QUIZ TIME!

3. Which microorganisms is antimicrobial technology effective against?

- a) Bacteria
- b) Fungus
- c) Algae
- d) All of the above

4. Name 3 key benefits of silver/zinc {delete as appropriate for partner} antimicrobial additives?

QUIZ TIME!

5. What do the acronyms BPR & EPA stand for?

- a) Biocidal Practice Regime & Environment Protection Assembly
- b) Biocidal Products Register & Essential Protection Agency
- c) Biocidal Products Regulation & Environmental Protection Agency
- d) Biocides Preference Regulation & Efficacy Products Association

6. How much is antibiotic resistance set to cost the global economy by 2050?

- a) \$10 trillion
- b) \$25 trillion
- c) \$50 trillion
- d) \$100 trillion

QUIZ TIME!

7. What are the key benefits of built-in Microban® protection?

- a) Ensures a product remains cleaner, fresher and more durable for longer
- b) Lasts for the expected lifetime of a product
- c) Effective against a broad spectrum of bacteria
- d) Will not cause the emergence of antibiotic resistant microbes
- e) All of the above

8. Organise yourselves into groups of two. One member of the group must act as a salesperson, the other as a customer. The 'customer' must pick one of the below questions and ask the 'salesperson' to answer it.

- a) What is Microban®?
- b) Why does your product need antimicrobial protection?
- c) Will Microban® stop me from getting ill?
- d) Why should I pay more for your Microban®-protected product?

THANK YOU FOR YOUR ATTENTION
Any Questions?
