



BRANDING KIT

Sanitized[®] Freshness Effect

Freshness Effect: Feel the difference of Sanitized® treated textiles

Swiss antimicrobial expertise
since 1935

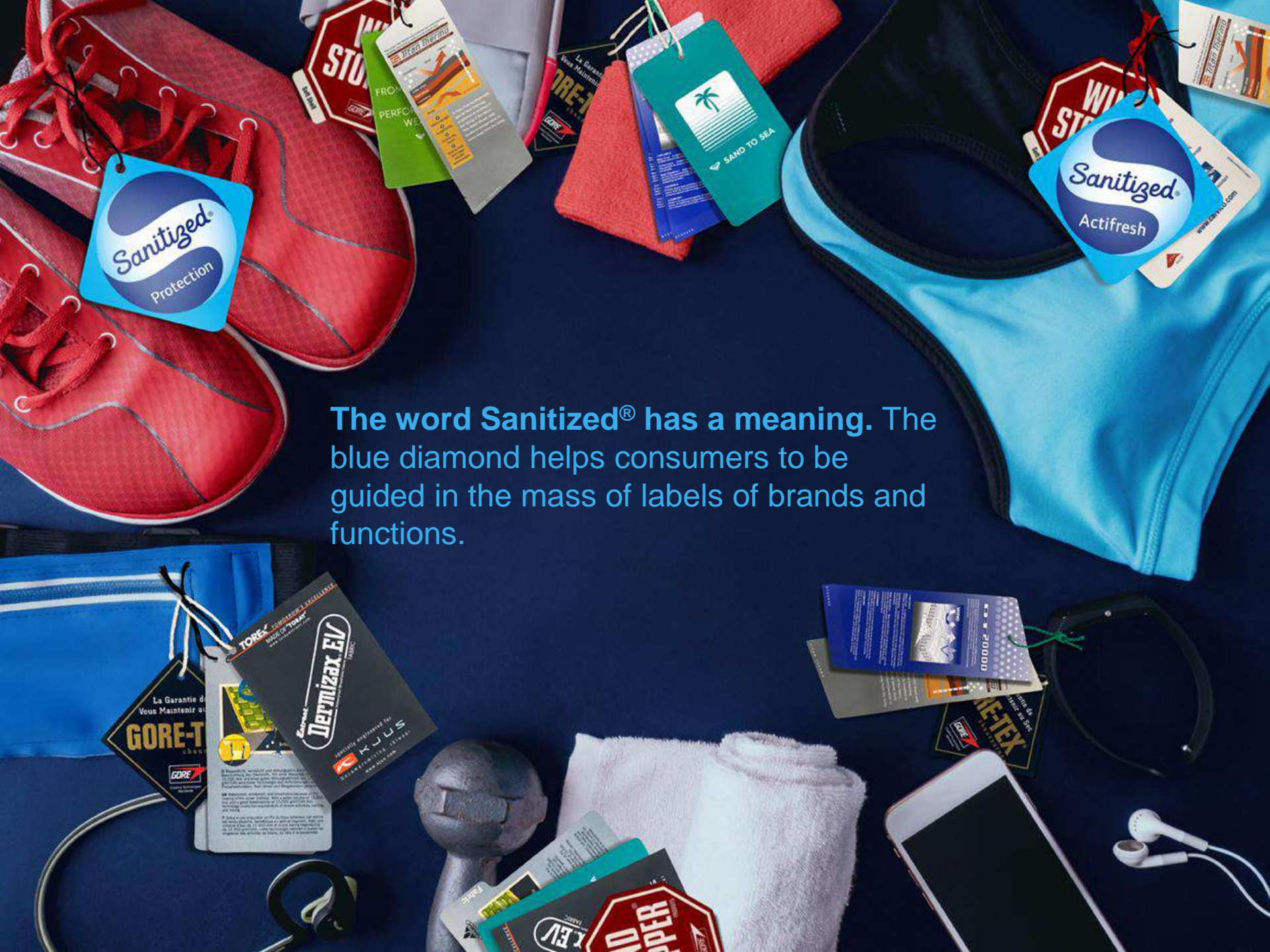


Freshness

A collection of marketing & design tools that, in combination with the Sanitized® Ingredient Brand, bring the positive benefits of the material protection and 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

>50 % of consumers
under 40 worry
constantly about
hygiene (essity survey 2018)



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

Why Branding with 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

69 % of consumers
believe that a
branded ingredient
is important in
choosing a
performance textile

(trend insight survey)



**Let us help you communicate the benefits of the
Sanitized® hygiene function to your customers**
Print and online marketing tools



Our Quality Seal offering consumer transparency, trust and hygiene function

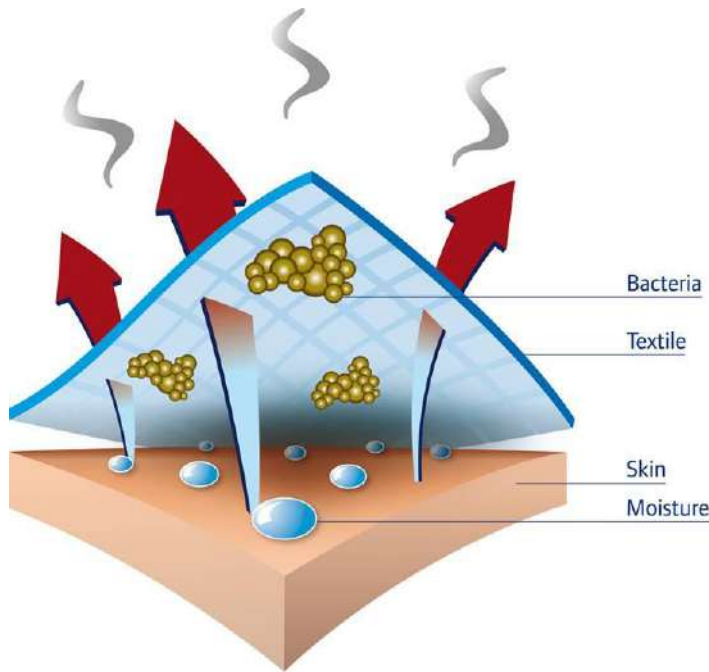
- Promote the benefits of a Sanitized® treatment directly on the items or in stores
- Integrate it into your online and print advertising tools and activities
- Combine it with other Freshness marketing tools
- Ask us for logo files to fit your design requirements and our Brand Usage Guidelines



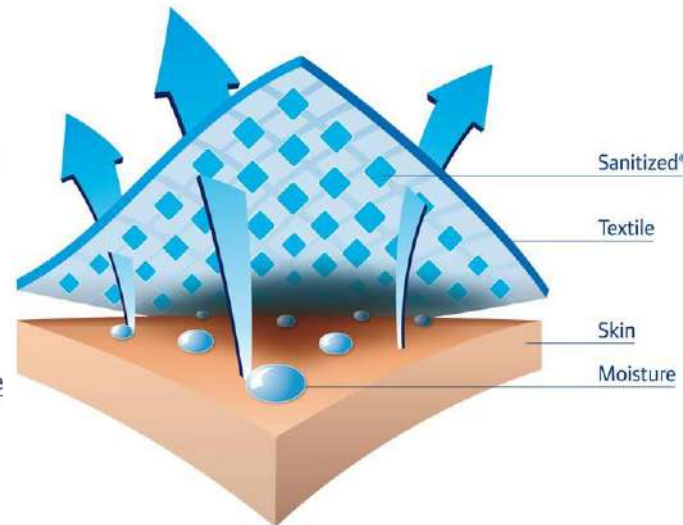
- Communicate the built-in Freshness effect on your advertising material with this eye-catching image
- Use only permitted in combination with the Sanitized® brand
- Ask us for graphic files to fit your design requirements

Sanitized® Freshness Illustration

Swiss antimicrobial expertise
since 1935



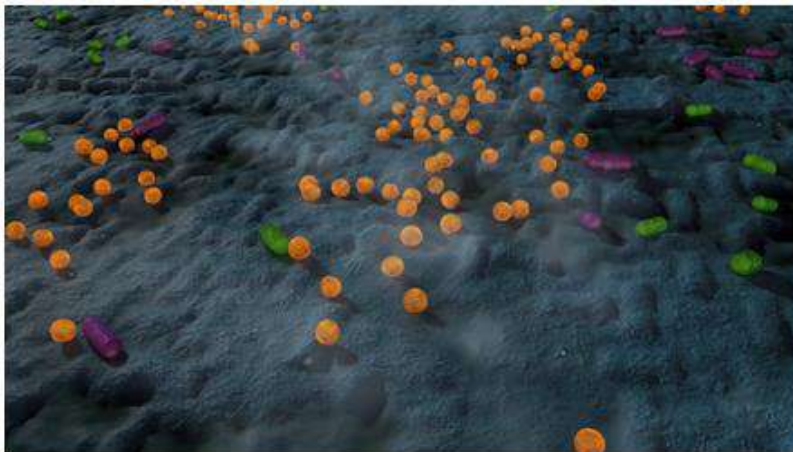
Untreated fibers



Textile with Sanitized® hygiene function
for long-lasting freshness.

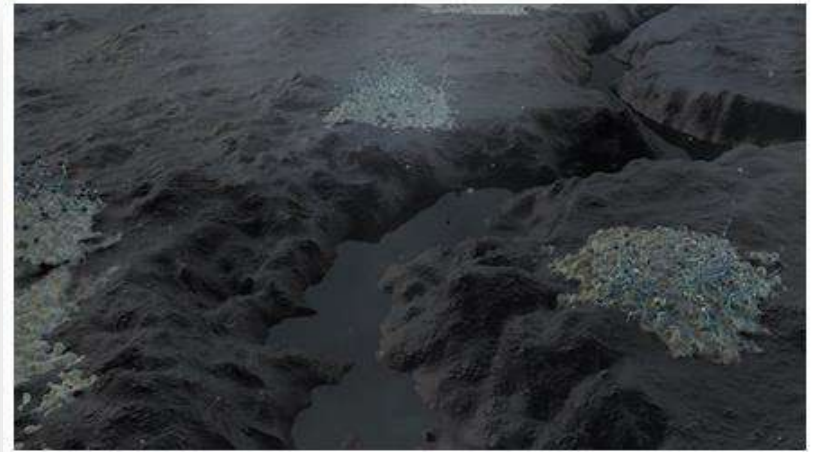
<https://vimeo.com/144504059>

- _ Available as print and/or animated web versions in various languages
- _ Use only permitted in combination with the Sanitized® Ingredient Brand



Bacteria Sanitized® hygienefunction

Sanitized | 1,175 Plays



Mildew Sanitized® hygienefunction

Sanitized | 739 Plays

Ask us about other video or animation options, joint projects or language options

Check out our Vimeo channel for more videos: <https://vimeo.com/sanitizedag>

Social Media

Prepared Posts Freshness

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Prepared Post for Instagram
1080 x 1080 px



Prepared Post for Image Facebook
1200 x 630 px

Sanitized® App now available!

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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® POS material

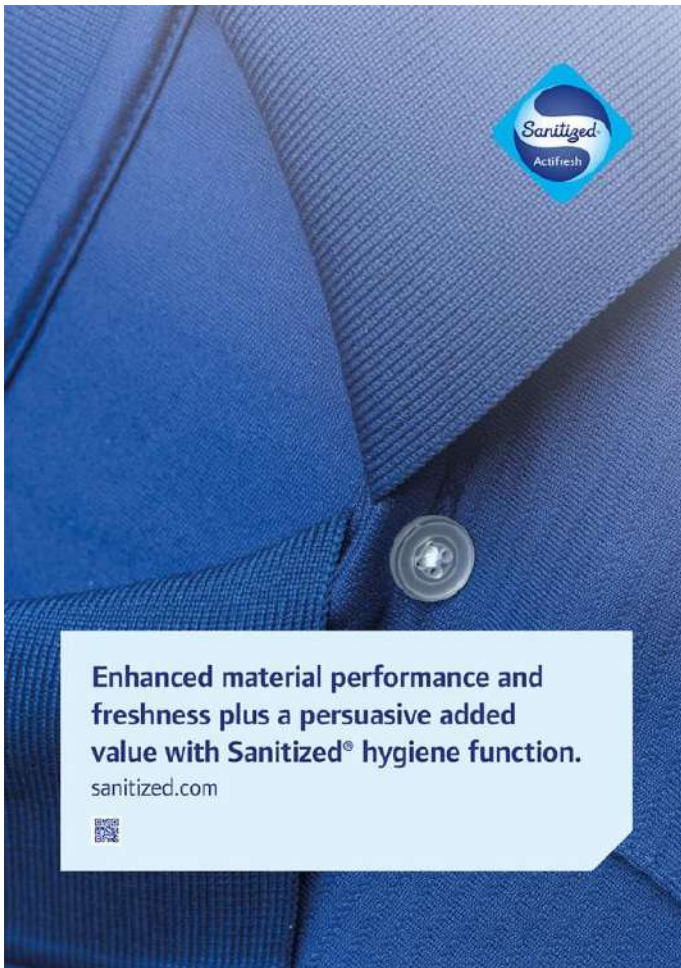
Planning an event or exhibition?

Ask us about our special Trade Show Kit

Poster printing files (DIN A0 – A3)

Freshness

Swiss antimicrobial expertise
since 1935



Enhanced material performance and
freshness plus a persuasive added
value with Sanitized® hygiene function.
sanitized.com



Effectiveness from head to toe.
Unpleasant odors do not have a chance
with the Sanitized® hygiene function.
sanitized.com



Banner Displays Freshness

Available ex Stock, 85 x 200 cm

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Sanitized® Hangtags

Request our Hangtag Manual for more information

Sanitized® BPR conform hangtag

Swiss antimicrobial expertise
since 1935



The easiest solution to meet all BPR requirements!



— Cut mold markings

Sanitized® hangtag Freshness

Swiss antimicrobial expertise
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— Cut mold markings

Print & Costs

Hangtags

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All tags are printed on high-quality paper with an anti-rip coating.

All Sanitized® hangtags are printed in Shanghai and shipped to partners worldwide. This guarantees that the same quality of Sanitized® hangtags are available for all treated articles.

- _ Standard language English
- _ Standard size is 48 x 48 mm
- _ Double-sided
- _ With punch hole for attaching to garments

Costs per hangtag USD 0.025
(Order quantity < 5'000 pcs)

Costs per hangtag USD 0.02
(Order quantity => 5'000 pcs)

Transport costs vary according to destination. It is possible to arrange your own transport or pick-up or send us your courier account no. Transport and printing costs are at the expense of the partner and invoiced directly by the printing company.

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

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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

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Vaude Sport GmbH & Co. KG



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



QR-code with direct link

A personal platform for your opinion about your Sanitized® treated articles

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Tell us about it! We will prominently post your testimonial and links

<http://www.sanitized.com/customers/customers/>



[back to: What our customers say](#)

Biel Roda

Bubel High Performance Designs s.l.
Co-founder and General Manager
Spain

Biel Roda, Co-founder and General Manager at Bubel High Performance Designs s.l. states "bubel® together with Texknit S.A., our Industrial partner, has been working with SANITIZED AG from the beginning. We found with the Sanitized® hygiene function a perfect partner for odor management in our versatile high performance towels. This is proven by our yearly growth and nationwide expansion as well as the positive feedback from distributors and consumers."

www.bubeldesigns.com

Charles Wilson

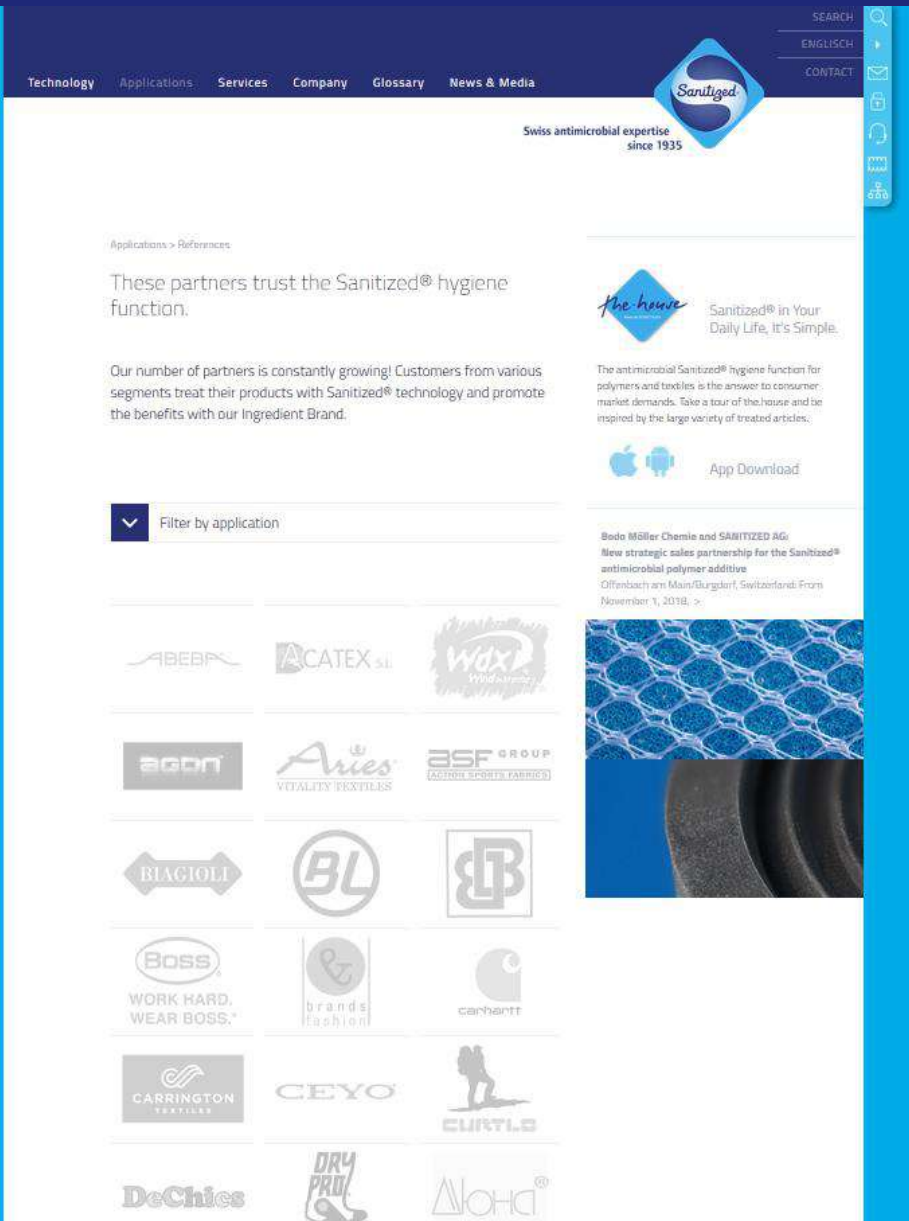
Carrington Textiles Ltd
UK Sales Manager



[Carrington Textiles Ltd](#)
[The Sanitized® Silver antimicrobial finish](#)

Make your brand visible on our website

Swiss antimicrobial expertise
since 1935



Become part of our large family of
Sanitized® partners

<http://www.sanitized.com/references/>



Sanitized® Sustainability

The awareness for human and environmental safety is deep-seated at SANITIZED and has always been part of the company's philosophy.



We are taking responsibility

Sustainability is of key importance already during the research and development phase of our products. Wherever possible, new developments are designed so that resource-saving application technologies can be used in the textile and polymer processing industry.

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.



Subscribe to our newsletter

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since 1935



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



**CLICK HERE TO SUBSCRIBE TO
OUR NEWSLETTER!**

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

Your contact person

Swiss antimicrobial expertise
since 1935



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Trademark protection

Sanitized® was registered as a brand worldwide by SANITIZED AG. The improper use of the name and the trademark or use without permission is illegal and unlawful. The use of the Sanitized® brand name is permissible only with our prior consent and after the signing of corresponding license agreements and compliance with the test standards. Unauthorized use may result in civil and criminal penalties. The Sanitized® brand name must not be used so that it may be mistaken for a generic name for a chemical active substance, process or for products. Furthermore, it is not to be used for the description of bacteriostatic properties or qualities. It may not be used descriptively. The use of the Sanitized® brand in any of the following ways is therefore not permissible: “This article has been Sanitized®”, “Our shoes are Sanitized®”, “This is a Sanitized® covering”.

SANITIZED

the strong partner at your side

Swiss antimicrobial expertise
since 1935

