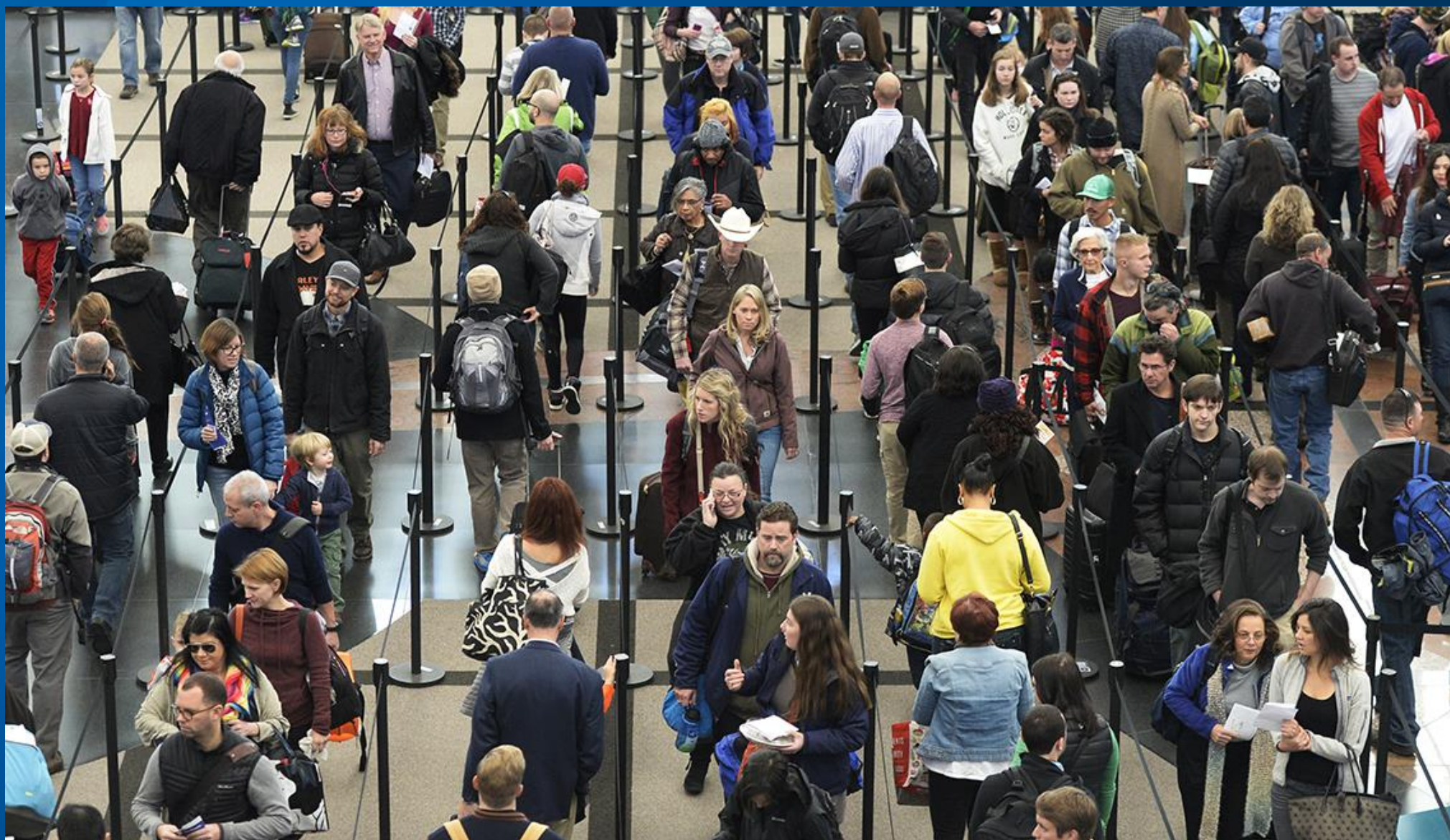




GLOBAL LEADERS IN ANTIMICROBIAL TECHNOLOGY



2020 Phenix National Sales Meeting



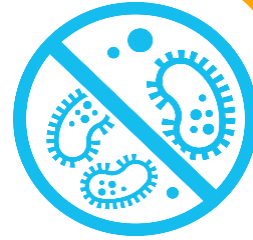


INSIGHTS: PHENIX CARPET IS A PRODUCT FOR EVERYONE



Are users
of AM/AB
products

77%



Believe AM/AB products are
effective at preventing the
growth of bacteria



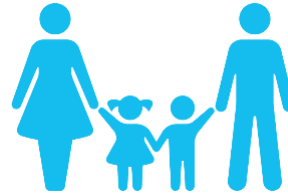
Believe it is important to
use AM/AB cleaners in the
home to keep it free of
germs/bacteria



67%

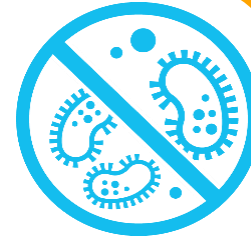
Are concerned
about day-to-day
exposure to bacteria

76%




Are concerned about the
presence of bacteria on their
hands

72%



Believe AM/AB products are
effective at preventing mold
& mildew growth

EXPOSURE TO BACTERIA ON PRODUCTS CONTINUTES TO BE A TOP CONCERN



Style Grooming Best Stuff Culture Fitness Travel & Eats Politics Video

grooming

How to Make Sure Your Bathroom Isn't a Cesspool of Bacteria

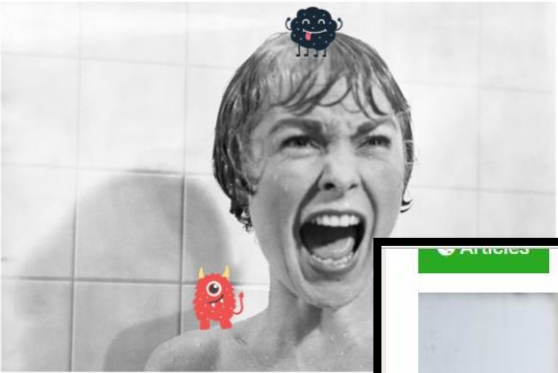





PHOTO ILLUSTRATION: EVERETT COLLECTION

BY ADAM HURLEY
November 5, 2018



Vanquish "toilet plume" once and for all.

Have you heard of "toilet plume"? It's a the spray of contaminated particles flush. Yeah. If that's not reason enough to pay more attention to housekeep

But if you think about it, toilet plume is just one of the many ways **bacteria**, in your bathroom. Consider all of the other human detritus that's not, strict **boogers**, etc. And all being processed in one of the smallest rooms in your d

We have only ourselves to thank for all those germs.


So I talked to two industry experts who promised to help me find out how t

Secure | https://www.cbsnews.com/pictures/yuck-top-10-germiest-spots-in-your-home/

NEWS SHOWS VIDEO CBSN MORE

WATCH LIVE POLITICAL ROUNDUP

Yuck! Top 10 germiest spots in your home



1/12

Disease-causing germs seem to be all over the place. What's the germiest spot in your house? Did you guess toilet seat? Guess again. Toilet seats don't even make it into the top 10, according to new research from **NSF International**. Scientists swabbed 30 surfaces in 22 homes - 660 tests in all - to gauge levels of yeast, mold, coliform bacteria (including salmonella and E. coli) and staph germs like those that can cause dangerous MRSA infections.

Without further ado, here are the top 10 germiest household items - determined by average germ counts found on each item - along with some surprising tips for keeping household bacteria under control...

CREDIT: istockphoto



This Is Why You Absolutely Need To Stop Wearing Shoes In Your House



← PREV ARTICLE

NEXT ARTICLE →

TECH

Your smartphone is 7 times dirtier than your toilet. Here's how to clean it.

Dalvin Brown

USA TODAY

Published 5:06 a.m. ET Feb. 26, 2019 | Updated 2:52 p.m. ET Feb. 26, 2019



WHAT CAN MICROBAN® TECHNOLOGY BE APPLIED TO?



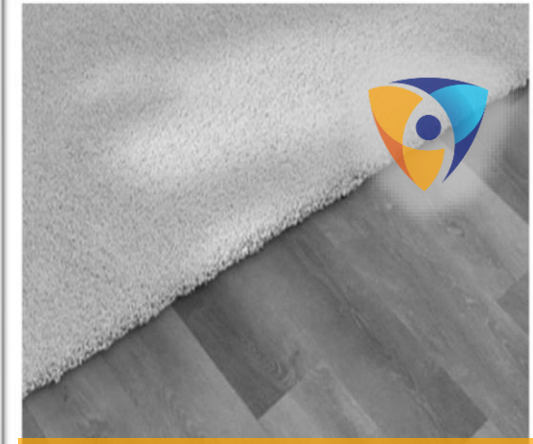
CONSUMER PRODUCTS



COMMERCIAL PRODUCTS



TEXTILE PRODUCTS



FLOORING PRODUCTS



BUILDING MATERIALS



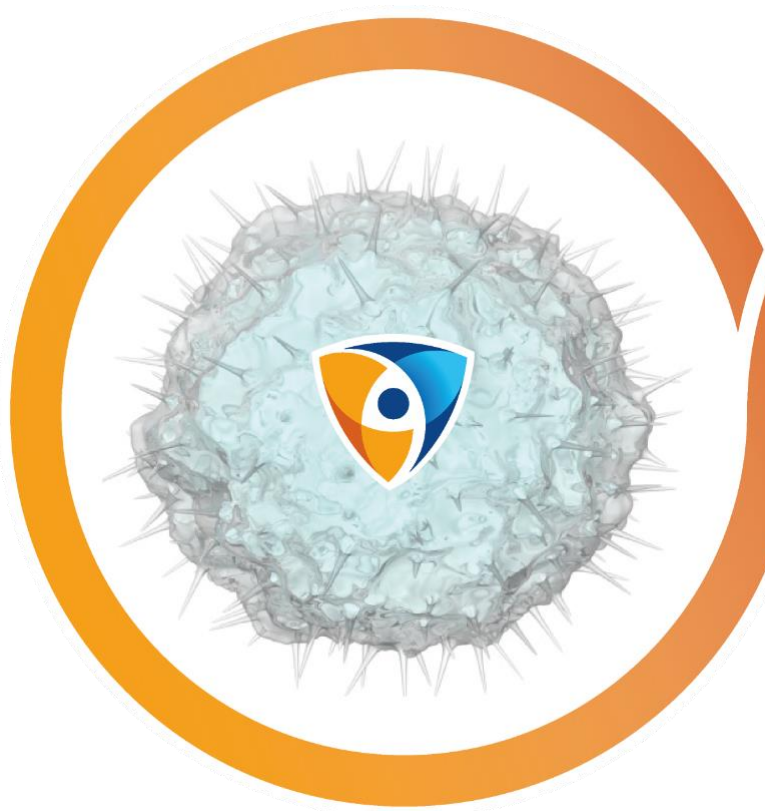
WATER PRODUCTS



HEALTHCARE PRODUCTS

...and much more!

MICROBAN AREAS OF EXPERTISE



**Antimicrobial
Technology**



**Odor Control
Solutions**



**Smart Surface
Technologies**

PARTNER SNAPSHOT

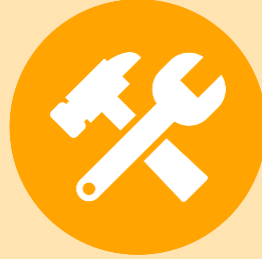
More than 1,000 products with over 250 partners:



TEXTILES



CONSUMER



BUILDING



COMMERCIAL



HEALTHCARE



CONSUMER DATA: ATTITUDE TOWARD MICROBAN

90%
of air travellers



“reassured”

by the presence
of Microban®



91%

of cell phone users find

“peace
of mind”

in knowing
their cases feature
Microban® protection

97% of consumers
cite Microban® protection

“very
important”



in public restrooms

93% of consumers
cite Microban® protection



“very
important”

for use in hotel
room remote controls

2 two prime consumer groups actively seek antimicrobial product protection



43% of Consumers are
Concerned Believers



9% of Consumers are
True Believers



Over half of consumers are actively seeking to purchase or utilize products that feature antimicrobial benefits. Microban is the preferred Brand of Choice.

83% of Homebuilders & Designers
believe consumers
will pay MORE for products that
offer a “healthier & cleaner” home

MICROBAN IS A TRUSTMARK



60%
Consumer*
Brand
Awareness



59%
B2B Brand
Awareness

The Microban® brand is a recognized trustmark delivering safe, durable and effective built-in antimicrobial protection to both manufacturers and consumers alike.

Featured on over 1,000 products in more than 30 countries, Microban® is the **world's leading brand for antimicrobial technology.**



IN THE NEWS PARTNERSHIP LAUNCHES

SUCCESS STORY: FRONT LOAD WASHER



GE Appliance

Market: North America - Front Load Washers

Company: GE Appliances (GEA)

Product: GE Front Load Washers

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%.

Launch Date : January 2020



SUCCESS STORY: CELL PHONE CASES



Speck

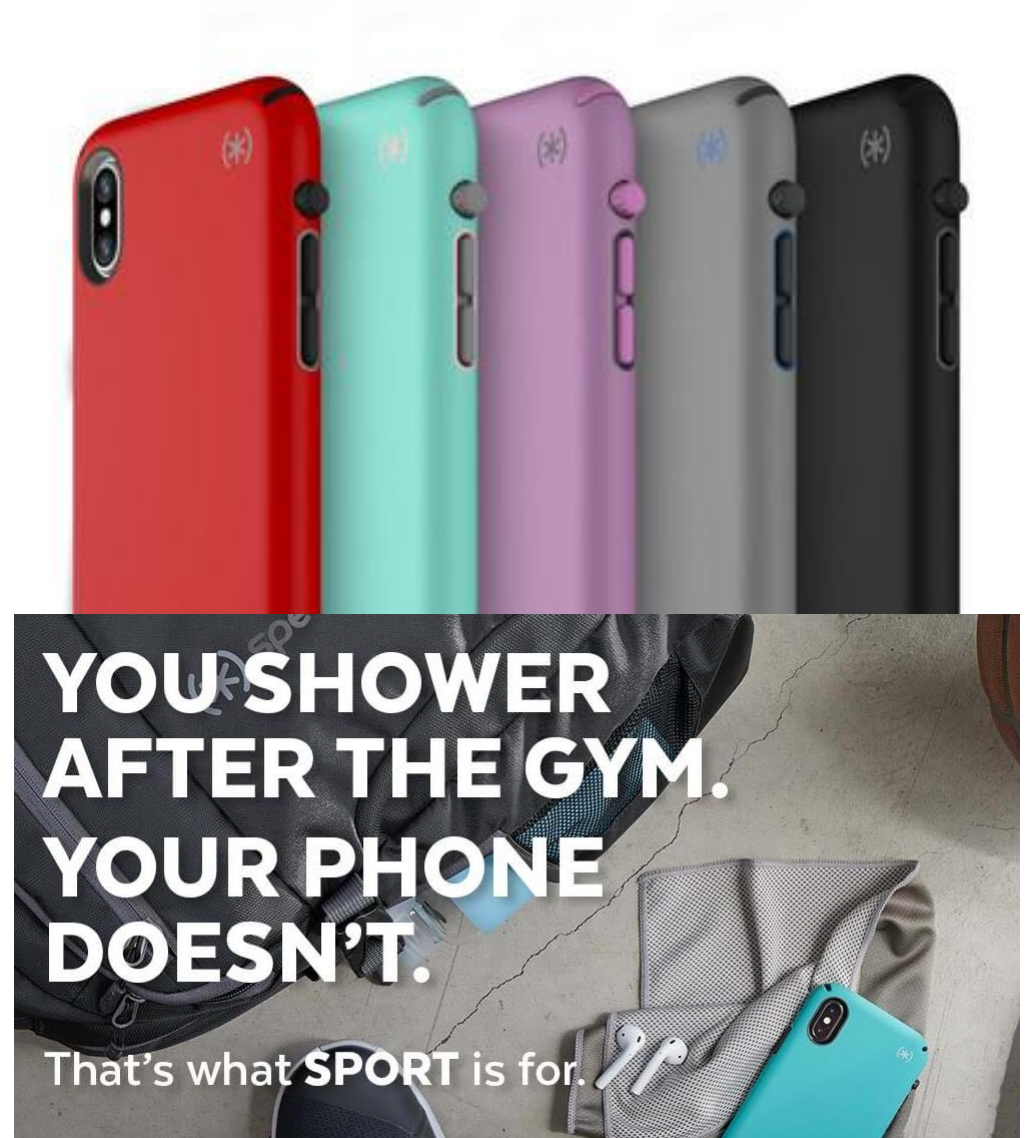
Market: North America

Company: Speck

Product: Presidio® Sport Cell Phone Cases

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 STORY: TSA SECURITY BINS

Security Point Media (Airport Security Bins)

Market: North America TSA Screening Bins @37 Airports (and growing)

Company: Security Point Media – inventor and operator of 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

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



SECURITYPOINT MEDIA

MOVING PEOPLE. MAKING CONNECTIONS.



Microban has negotiated a favorable \$5/CPM for Partners who advertise w/SPM



Microban Brand-dedicated units

SUCCESS STORY: PROFESSIONAL DISINFECTION

Professional Disposables International (PDI)

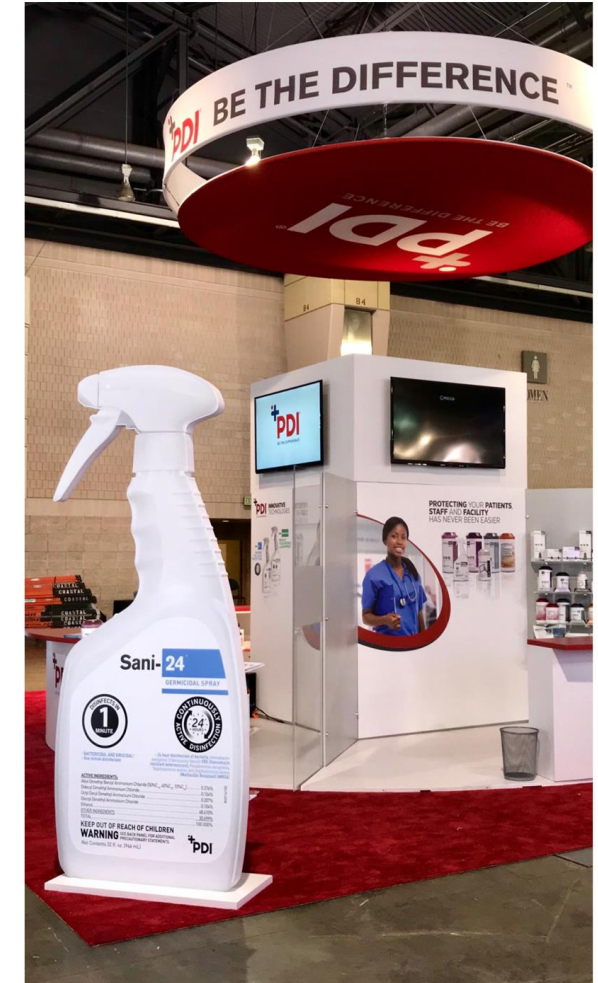
Market: North America Healthcare Disinfection / Sanitization Sector (Hospital Environment)

Company: Professional Disposables International (PDI)

Product: World's First Healthcare Residual Disinfection RTU Spray technology

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)



Launched at APIC 2019

SUCCESS STORY: PROFESSIONAL DISINFECTION

Proctor & Gamble Professional

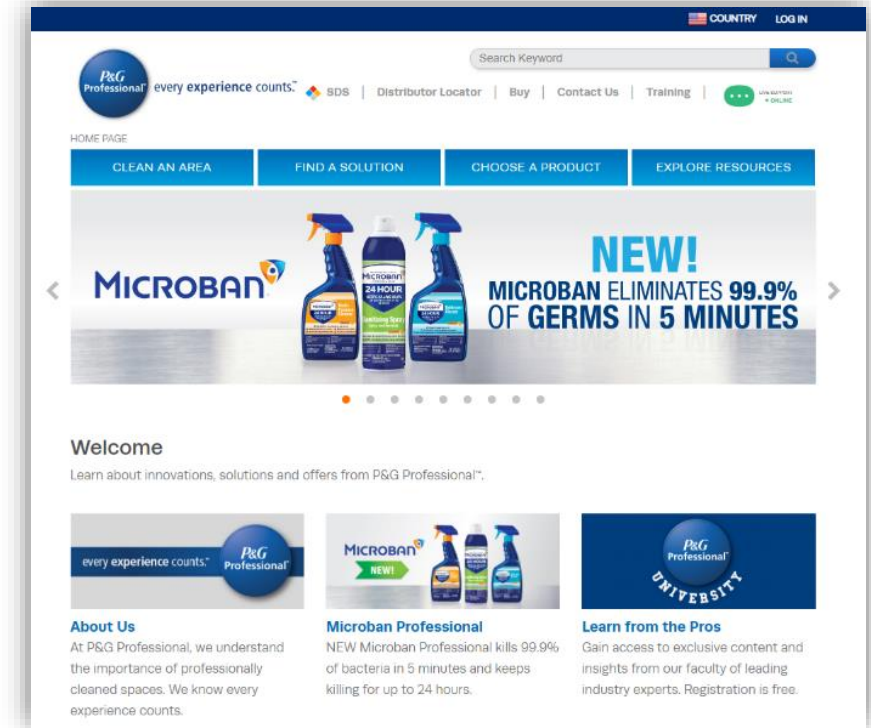
Market: North America Professional Disinfection Sector (Hotels, Schools, etc.)

Company: Proctor & Gamble Professional (PGP)

Product: World's First Professional Residual Disinfection RTU Spray technology

Innovation:

- Microban is the Brand (Microban 24 Professional)
- *World's First* Residual Disinfection performance (24 hours and/or 96 touches) approved for Professional Sector
- New EPA protocol developed and validated
- 3 product formats:
 1. Multi-Purpose Spray
 2. Bathroom Spray
 3. (Soft Surface & Air) Sanitizing Spray



50 Distributors with Nationwide coverage now selling

On front page of www.pgpro.com website
Primary public launch held at ISSA 2019 in Vegas

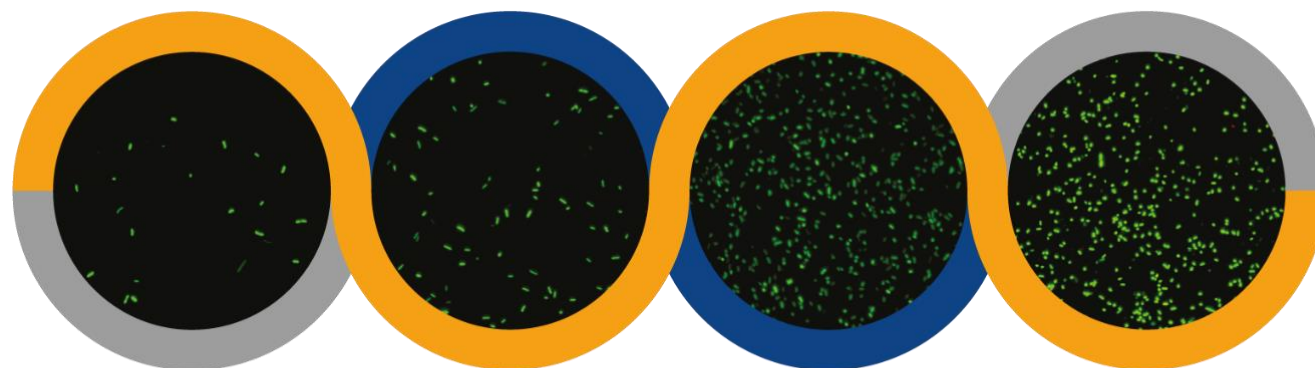
TECHNICAL REVIEW



EFFICACY UNDER THE MICROSCOPE



ORDINARY SURFACE



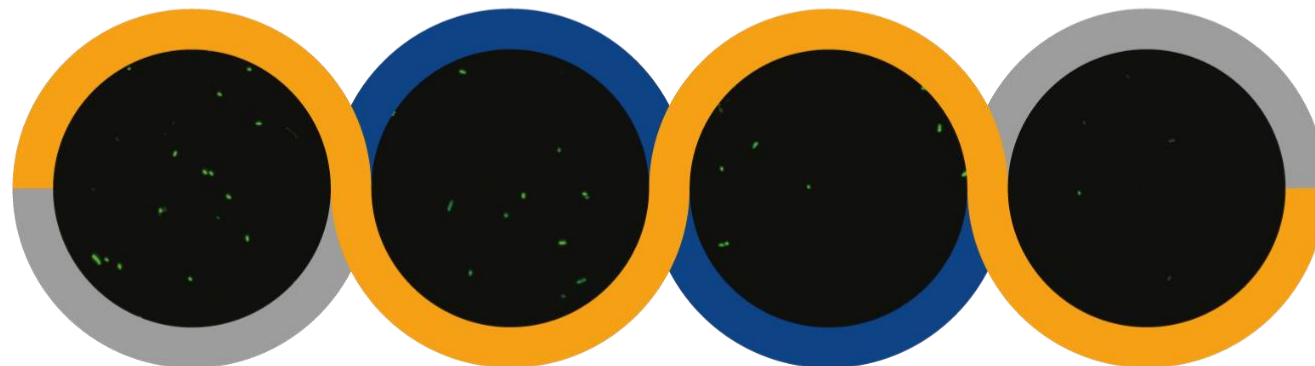
2 HOURS

16 HOURS

20 HOURS

24 HOURS

MICROBAN® SURFACE



BRAND MESSAGING - CONSUMERS

Protection That Lives On



Put simply, products
enhanced with Microban®
empower people to
worry less and **enjoy life more**

EMPOWERMENT – CONTROL – CONFIDENCE

THREE KEY POINTS TO REMEMBER

Phenix Products deliver beautiful floor covering solutions with the EXCLUSIVE additional benefit of Microban Branded Technologies



HOW DO I KNOW THIS WILL WORK – Reference Brands and Products treated with Microban



WHAT'S IN IT FOR ME (THE CUSTOMER) – Increased sales with a unique point of differentiation that only Phenix offers with Microban. Consumers want cleaner, healthier homes. Phenix is the exclusive residential carpet partner with Microban, the worlds most trusted antimicrobial brand.



HOW MUCH WILL IT COST – There is not additional charge. This is a unique benefit that Phenix offers to exclusively help our customers bring more value to their customers.

MICROBAN ONLINE + SOCIAL

Phenix Flooring

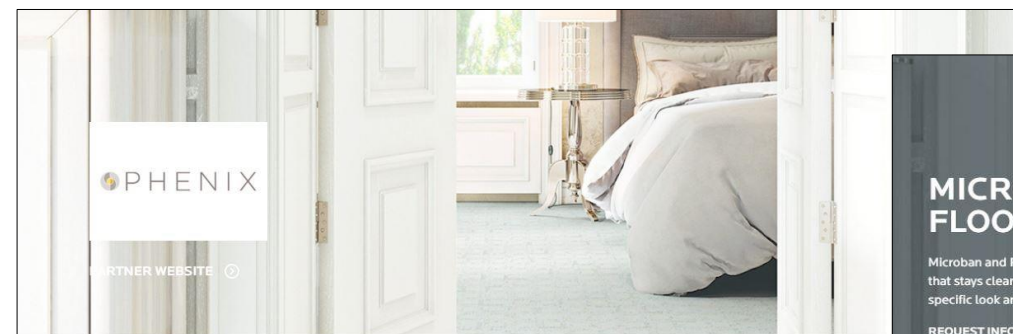
Includes mix of sales and trade support, digital + content marketing designed to educate, build brand awareness and product exposure.

Partner page, logo exposure, cross linking, news features, and more

4,000+ followers on LinkedIn

Strong and consistent content drives engagement

Partner spotlights + shared content



PHENIX

PARTNER WEBSITE

Enjoy a Cleaner Home with a Smarter Carpet

Phenix Flooring introduces the Cleaner Home™ Collection, a new assortment of smarter carpets crafted to target consumers who want a cleaner home to support a healthy lifestyle and are looking for products that proactively simplify the cleaning process. The Cleaner Home™ Collection is the only carpet collection with Microban® antimicrobial technology providing 24/7 protection against the growth of stain and odor causing bacteria and mold. This collection includes 10 styles, each constructed with Phenix's new Opulence HD™ solution dyed PET fiber for a luxurious and refined appearance; featuring Microban antimicrobial technology, the most recognized built-in antimicrobial technology brand; as well as SureFresh™ odor capture technology, which actively neutralizes household odors.

MICROBAN AND PHENIX FLOORING CASE STUDY

Microban and Phenix Flooring set out to develop the best carpet on the market; one that stays cleaner and fresher for longer, and meets consumer expectations for a specific look and feel.

REQUEST INFORMATION

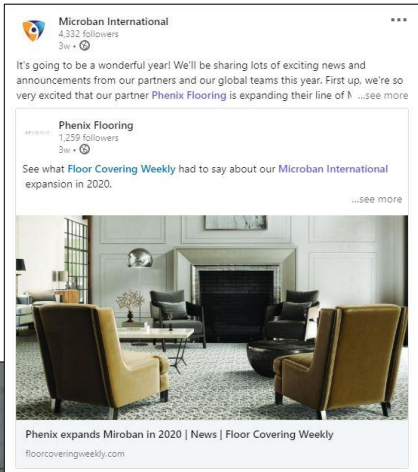
PHENIX

In 2015 we embarked on a partnership to revolutionize the consumer carpet market. Our continuing efforts to evolve our product line, provide the highest quality material, and meet our customers' needs, led us to partner with Microban International.

Chris Johnson, Senior Vice President of Sales, Phenix Flooring

Solutions that help keep carpeting cleaner for longer have been on the minds of consumers and carpet manufacturers for decades. A simple google search for [how to clean your carpets](#) produces hundreds if not thousands of results and tips from people all around the world to address this common concern. There have been numerous efforts to address consumer demand for carpets that support the trend toward healthier, cleaner homes, but none have been fully successful at meeting the consumer need and search for the best carpet on the market.

Microban began a relationship with [Phenix Flooring](#) to address this unmet need in the



Microban International
4,332 followers
3w •

It's going to be a wonderful year! We'll be sharing lots of exciting news and announcements from our partners and our global teams this year. First up, we're so very excited that our partner Phenix Flooring is expanding their line of products. ...see more

Phenix Flooring
1,259 followers
3w •

See what [Floor Covering Weekly](#) had to say about our Microban International expansion in 2020. ...see more

Phenix expands Microban in 2020 | News | Floor Covering Weekly
floorcoveringweekly.com

PHENIX

Imagine the peace of mind that comes with knowing your carpet is always working to stay cleaner, fresher and more beautiful. Thanks to the proactive technologies built into the Cleaner Home Collection by Phenix, it is easier than ever to get the fresh, clean, comfortable home you want for your family. Cleaner Home carpets are smarter about staying beautiful, cleaner and fresher so you don't have to worry about it.

Microban Protected Products

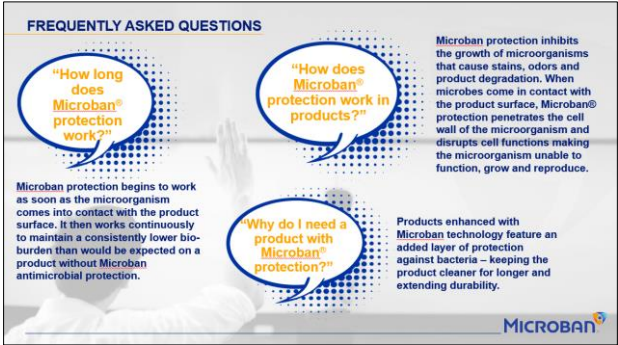
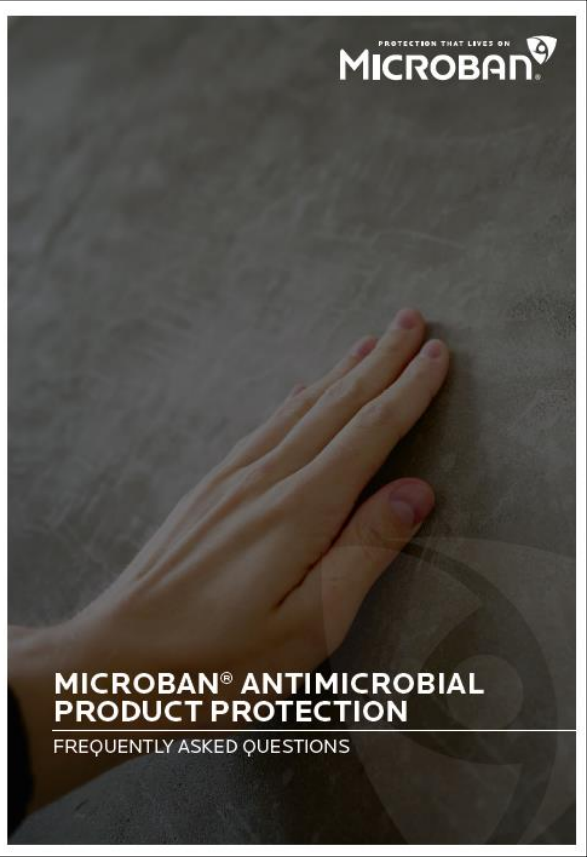
Carpet

Where to Buy

Phenix [Shop](#)

MARKETING SUPPORT

Frequently Asked Questions





THANK YOU FOR YOUR ATTENTION

Questions are welcome

www.microban.com | www.thecleanerhome.com