



Why Microban® Protection?

Bacteria and other micro-organisms are a fact of life. They are everywhere, all around us, all the time. However hard we try, there's no getting away from them. Some are good for us, others are neutral, but a few are dangerous. So it makes sense to do what we can to protect against their potentially harmful and undesirable effects.

How clean are your tiles?

- Bacteria on floors can be a source of cross-contamination and can be hazardous for young children who crawl and play on the floor – as dirt and germs are continually being brought into the home through foot traffic from people and also pets!
- Looking at bacterial hotspots within the home – the kitchen and bathroom has the potential for the highest number of harmful bacteria which can rapidly spread.
- With heavy foot traffic in public areas it's not surprising that in a survey of foodservice providers and restaurant owners 85% of respondents* said they were concerned about the growth of bacteria, mould and mildew found on flooring in restaurant facilities.
- It is worth bearing in mind that given the right conditions of warmth, a food source, time and a little humidity bacteria can double in number every twenty minutes.

*Research carried out by Decision Analyst June 2006.

That's where Microban protection comes in.

Microban and Panaria have teamed up to provide antibacterial protection for their full range of ceramic wall and floor tiles. Panaria ceramic tiles are well known for their beauty, durability and performance; the addition of Microban® silver antibacterial technology provides a continuous level of protection from the growth of harmful bacteria.

How It Works

The mechanics of clean.

Microban provides round the clock protection against the growth of germs and bacteria.

So how does this work?

Once bacteria come into contact with the Microban surface, the technology works by disrupting its biological functioning, the bacteria cannot grow or reproduce and the lifecycle ends. As Microban silver antibacterial technology is incorporated into the tile surface during the manufacturing process – it continuously fights the growth of bacteria for the lifetime of the product. Unlike surface disinfectants which only temporarily eliminate bacteria from the surface of the tile, Microban protection works continuously – keeping the tiled surface more hygienic between cleanings.

With the Microban brand you can be sure you're getting continuous, durable and effective antibacterial protection supported by the *Microban Certification Programme* – a quality assurance programme designed to monitor all Microban applications and ensure all products bearing the Microban logo and check mark are regularly tested to internationally recognised test methods to substantiate technological claims.





How microbes grow

Just because you can't see mould, mildew and bacteria doesn't mean they aren't there. And only when they've multiplied to hundreds of thousands can they be seen by the naked eye.

Below is time lapse photography taken with a confocal microscope over a period of 24 hours – showing bacterial growth on an unprotected surface and also on a surface where Microban antibacterial protection has been built-in.



Microban antibacterial protection improves product quality in four ways:

- Extended product life - the life of a product can be extended if it's not subject to bacterial and / or fungal degradation.
- Visible cleanliness - product cleanliness can be visibly improved with an antibacterial and / or antifungal solution.
- Invisible cleanliness - microbes are invisible, but they are still there! On textiles, on floors on wall tiles, on kitchen worktops etc. Their growth can be significantly controlled.
- Reduce odour - microbes can cause noxious odours - think about athletic equipment. Reducing microbes therefore reduces odours.

Microban protection at work



FAQ

Q. What is Microban silver antibacterial technology?

Microban is an active antibacterial ‘ingredient’ that can be added to a wide range of consumer, industrial and medical products to prevent the growth of bacteria on the surface of the item. As it is integrated at the point of manufacture it offers a long-term solution to the prevention of bacterial growth, reducing the risk of cross-contamination.

Microban is not designed to replace a normal cleaning routine – it offers an added level of protection between cleanings.

Q. Aren't non-porous ceramic tiles naturally resistant to bacteria?

No. Even though ceramic tiles are a non-porous surface which provides an important benefit in keeping bacteria from penetrating into the tile, bacteria can still multiply and grow on the surface. As it is built into the glaze - Microban antibacterial technology is designed to help prevent the growth of bacteria on the surface of the ceramic tile, where you need it most.

Q. Does Microban protection begin working immediately?

Yes – Microban protection works continuously, so as bacteria and germs come into contact with the surface of the tile glaze Microban product protection immediately starts to prevent them from growing and reproducing. Since they are unable to grow or reproduce – the tile surface stays cleaner for longer.

Q. Is Microban protection safe?

Yes - The antibacterial technology used in Panaria ceramic tiles has a long history of safe use and can be found in a breadth of consumer, industrial and healthcare products – such as toothpaste, water filters, stationery items and more. The Microban antibacterial used in the glaze of Panaria tiles is approved in Europe by the Biocidal Product Directive and undergoes regular tests for efficacy and safety.

Q. Does Microban antibacterial protection wear away over time?

No - Microban active ingredients are incorporated into the glaze during the manufacturing process. Evenly distributed throughout the matrix Microban actively protects the entire surface area of the product.

Q. Do you still need to clean ceramic tiles if they have Microban® protection?

Yes. Microban protection is not a substitute for a thorough cleaning routine. Microban silver technology provides an *added* level of hygiene protection that helps fight the growth of harmful bacteria and prevent cross-contamination.