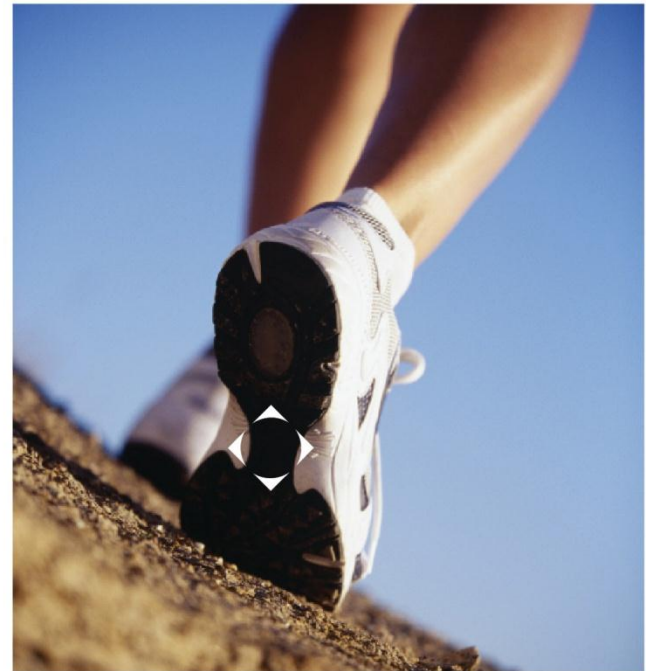


MAKING GREAT PRODUCTS  
EVEN BETTER.





# MICROBAN OVERVIEW

Purleve

**October 15, 2008**

# Agenda

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**This is a brief overview of Microban.**

- **Microban Overview:** Who we are and what we do.
- **Microban Value Proposition:** How Microban creates value for its partners.
- **Microban Support:** How we help our partners.



## MICROBAN OVERVIEW

# Microban International, Ltd.

**Microban is the world's leading provider of safe, durable and effective built-in antimicrobial solutions.**

## **Microban Americas**

- Charlotte, USA
- Montreal, Canada
- Sao Paulo, Brazil

## **Microban Europe**

- Cannock, U.K.
- Frankfurt, Germany
- Milan, Italy
- Barcelona, Spain

## **Microban Asia Pacific**

- Bangkok, Thailand
- Shenzhen, China



# Microban Manufacturing & Warehousing Footprint

Microban supports customers on a regional level with local manufacturing and export of its additive systems, and is expanding its manufacturing base to Asia.

## North America

- Charlotte, USA (Polymers & Formulations)
- Export to EU, Central & South America, and Asia (Polymers & Formulations)

## Europe

- Midlands, U.K. (Polymers)

## Asia Pacific

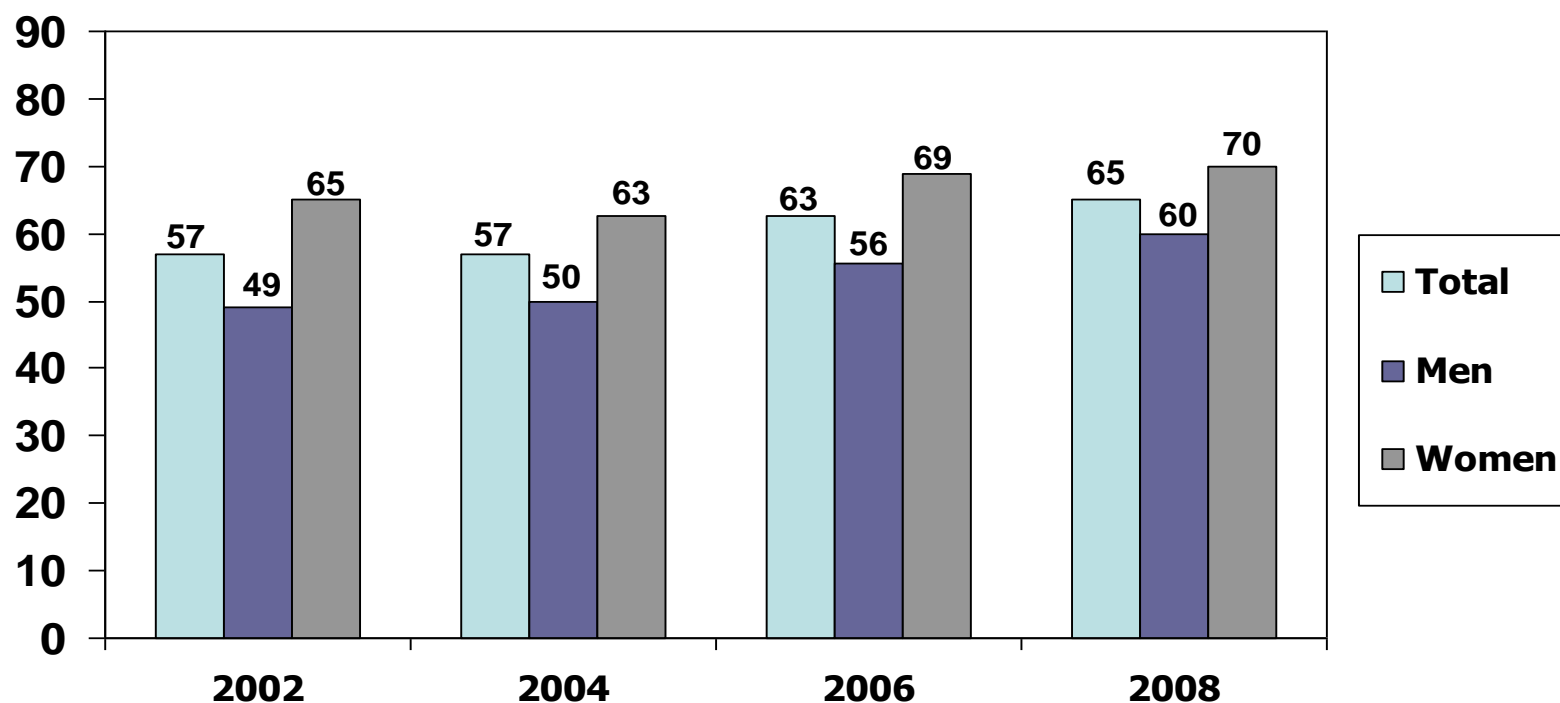
- Hong Kong – Warehouse (Polymers & Formulations)
- Shenzhen, China (Polymers)





# Consumer Concern About Microbes

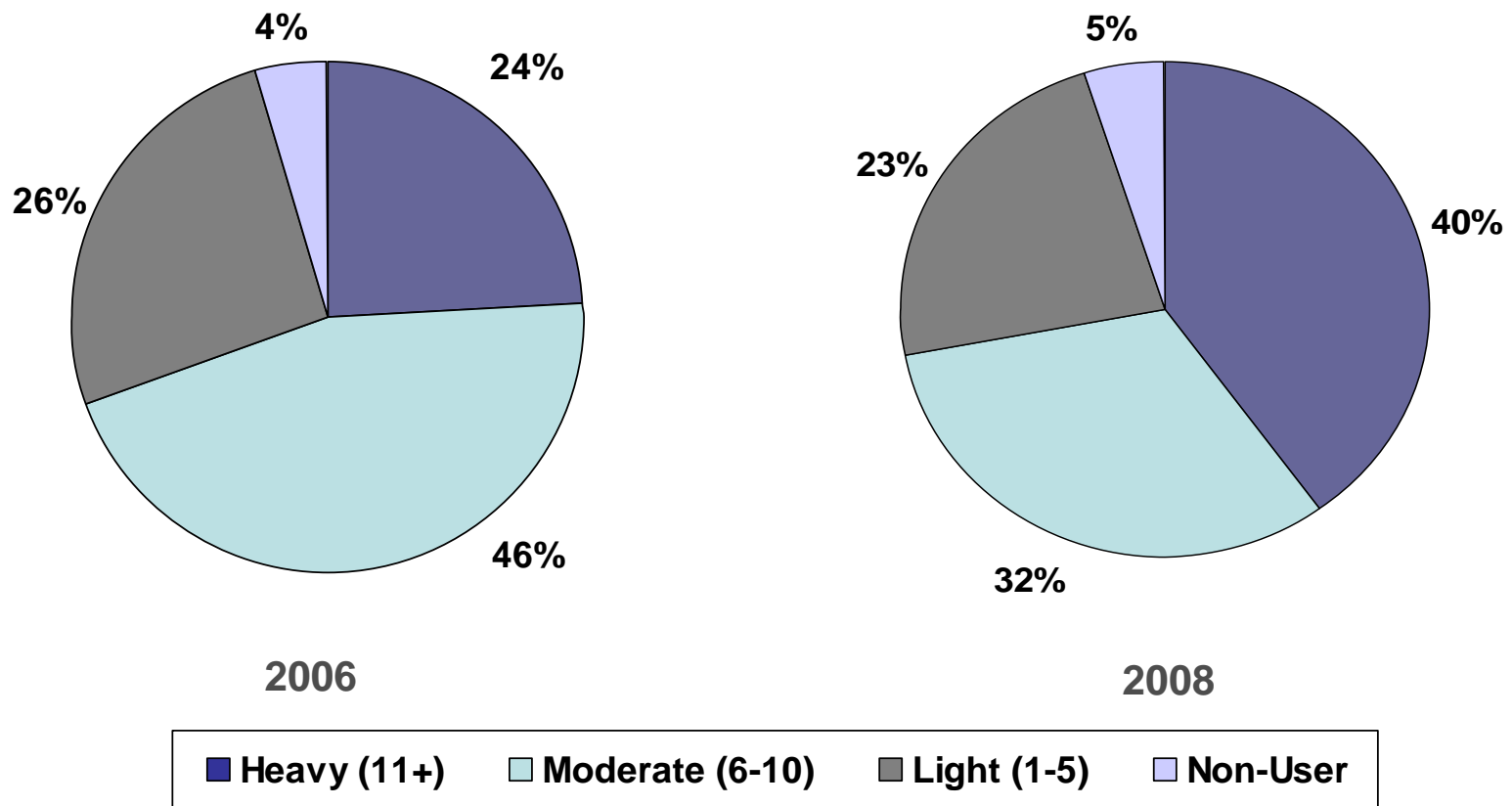
Consumer concern remains high with over 65% concerned with their daily exposure to microbes, such as stain and odor causing bacteria.



Question: How concerned are you about the day-to-day risks you face from exposure to microbes?

# Consumers Want More Antimicrobial Products

Demand for antimicrobial products continues to grow with over 70% using over 6+ products and 40% of those consumers using 11+, versus only 24% in 2006.





# Microban Value Proposition

**We help our partners strengthen their businesses by creating a valuable point-of-differentiation for their products through a compelling ingredient brand.**

For companies trying to strengthen their businesses and address core business challenges.

Microban represents an alternative business strategy that brings value by providing a compelling and enduring point of product differentiation ...

And we do this by providing a complete ingredient brand solution including:

- The leading antimicrobial brand
- Innovative technical solutions
- Patent protection (when available)
- Regulatory support
- Ingredient branding marketing expertise

# Microban Partners - Selection

Microban is privileged to help these and other industry-leading companies around the world improve and differentiate their products.





# MICROBAN VALUE PROPOSITION

# Microban Value Creation

**Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.**

---



Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.

# Microban Protection Benefits

**Microban antimicrobial protection helps prevent the growth of odor causing bacteria providing three key consumer benefits.**



- **Cleaner** - Works continuously for an added level of cleanliness protection.
- **Fresher** - 24/7 odor control for added peace of mind.
- **Longer** - Reduces energy consumption by keeping textiles fresher for longer and decreasing the need for frequent launderings.

# Microban Value Creation

**Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.**

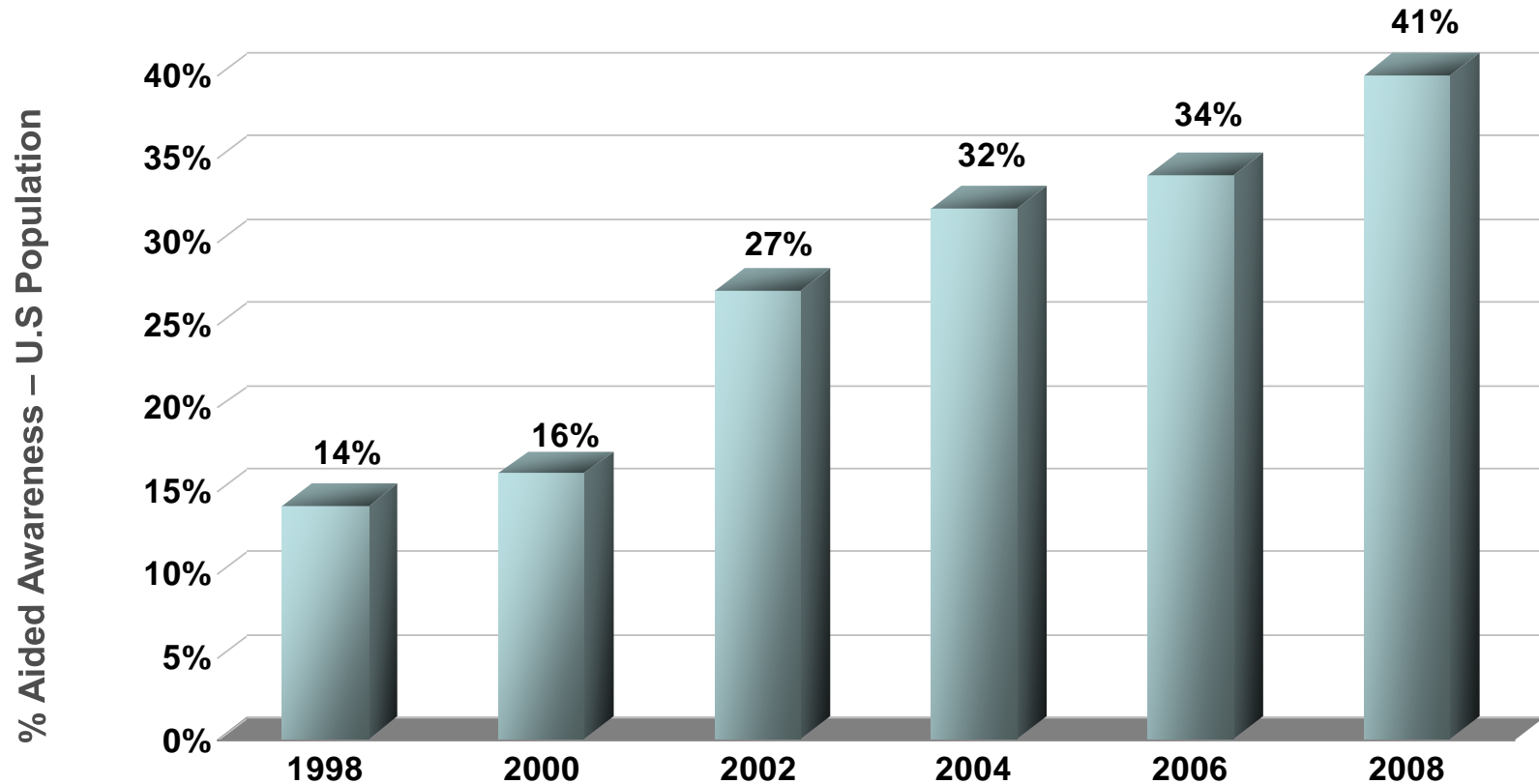
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The Microban® brand is a recognized and trusted brand that provides an enduring point of differentiation.

Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.

# Brand Awareness – Gallup Poll





# Microban Value Creation

**Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.**

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An ingredient branding strategy is an alternative to traditional market strategy tools.

The Microban® brand is a recognized and trusted brand that provides an enduring point of differentiation.

Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.

# Market Share Strategy

Companies can pursue various strategies within each improvement area, of which one is to utilize an ingredient brand.

Core Business Improvement Approaches			
Optimize Pricing	Gain Market Share	Improve Product Mix	Expand Distribution



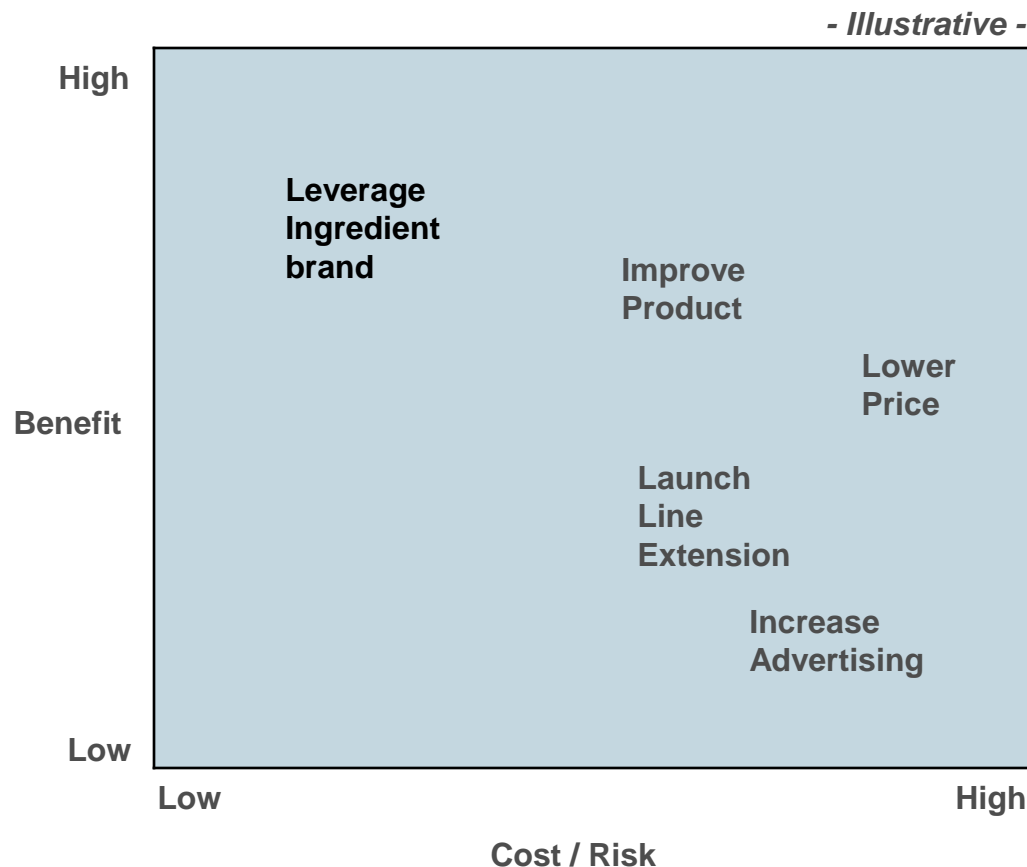
## Gain Market Share Strategies

- Lower price
- Launch line extensions
- Increase advertising / awareness
- Improve product
- Etc.
- ***Leverage an ingredient brand***

# Leveraging an Ingredient Brand

Leveraging an ingredient brand can be a very low cost, low risk, high impact strategy.

Strategy	Typical Challenges
Lower Price	<ul style="list-style-type: none"> <li>- Reduced profit</li> <li>- Easy to copy</li> </ul>
Line Extension	<ul style="list-style-type: none"> <li>- Development costs</li> <li>- Intro costs - slotting</li> </ul>
Increase Advertising	<ul style="list-style-type: none"> <li>- Very expensive</li> <li>- Usually temporary</li> </ul>
Improve Product	<ul style="list-style-type: none"> <li>- Development costs</li> <li>- Market risks</li> </ul>



# Microban Value Matrix

When aligned with the host brand's market position, the Microban brand can help partners achieve core market strategies for growth.

Market Position	Market Strategy			
	Pricing Leverage	Market Share	Product Mix	Distribution
Category Leader				
#2 or #3 Brand				
#4 ≥ or New Entrant				

# Case Study: Koala Kare

**Launched Koala Kare baby changing stations with Microban antimicrobial protection as a point of difference to defend market share.**



## **Primary Objective**

- Defend market share leadership position and address a key patron concern.

## **Action**

- Launched Koala baby changing stations with Microban antimicrobial protection

## **Results**

- Extremely well received by customers.
- Addressed key patron concern.
- Maintained market leadership position.

# Case Study: Rubbermaid Commercial

**Rubbermaid Commercial high chairs with Microban antimicrobial protection provided a unique and compelling point of difference from primary competitors in wooden high chairs.**



## **Primary Objective**

- Obtain more support from distribution network in market dominated by wooden high chairs.

## **Action**

- Launched Rubbermaid Commercial Sturdy Chair™ with Microban antimicrobial protection to address patron concerns about microbes when using restaurant high chairs

## **Results**

- Gained more distribution for Sturdy Chair™.
- Stole market share from wooden chair manufacturers.

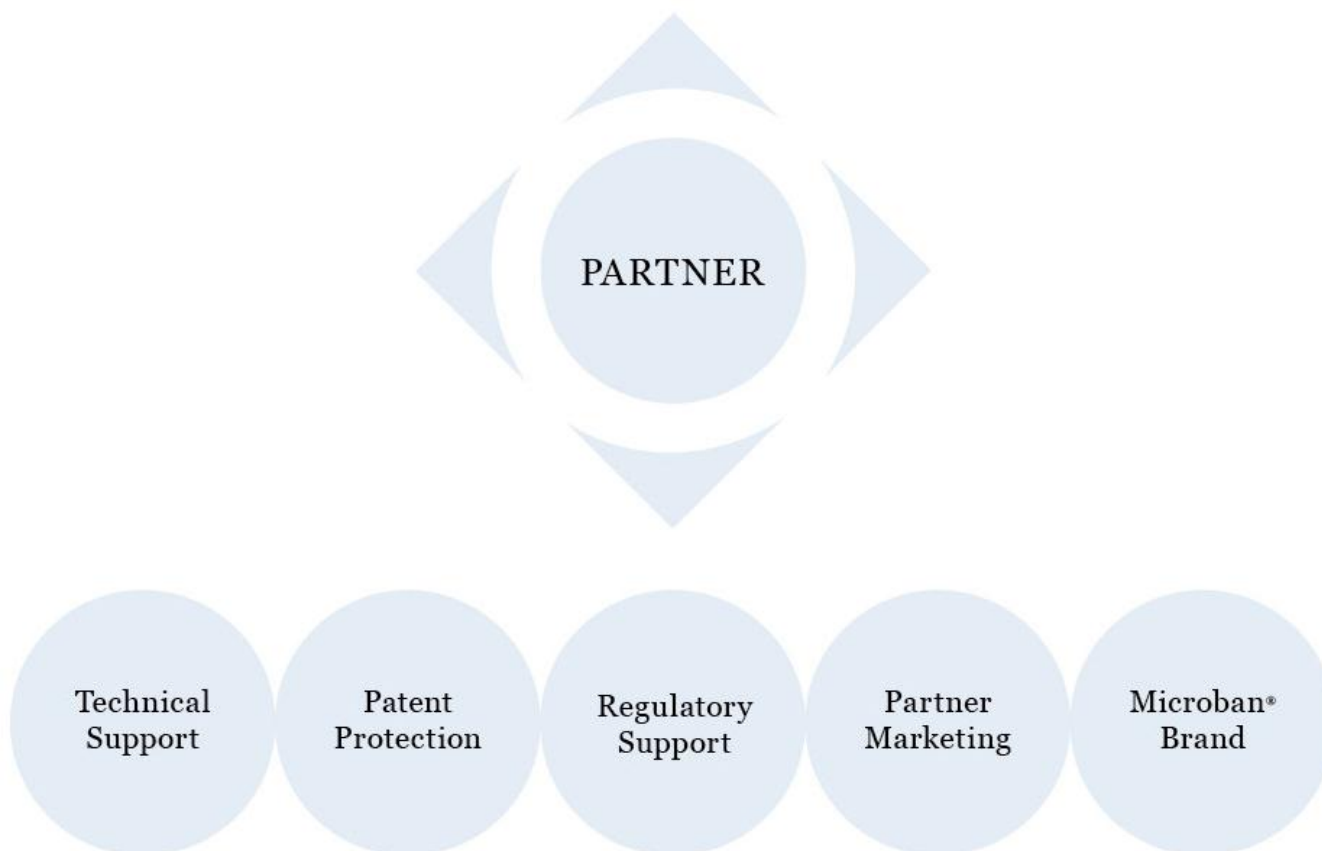


## MICROBAN SUPPORT



# The Microban Solution

**Microban provides a turnkey, ingredient branding solution, that ranges from a technical solution through the use of the Microban brand.**



## Technical Support

**Microban provides industry-leading technical services to ensure that partners get a customized technical solution that best meets their unique product.**

- Expert research and development – dedicated staff of engineers, microbiologists and analytical chemists.
- The only antimicrobial solutions provider that offers over 20 different antimicrobial technologies under a single umbrella brand.
- One of the most advanced antimicrobial laboratories in the world.
  - Bacterial and fungal microbiology laboratories on-site.
  - Capacity to manage all of our partners' testing needs. Microban micro lab completes over 20,000 tests annually.
  - Privileged to be conducting cutting edge antimicrobial product development for the Department of Defense.



# Patent Protection

**With one of the strongest antimicrobial patent positions in the world, Microban helps its partners create competitive barriers where possible.**

- 163 patent applications and 42 issued patents protecting the use of Microban® antimicrobials in various end products help provide effective barriers to entry by your competitors.
- In-house patent attorney surveys patent landscape at the outset of the project to determine areas of opportunity for patent protection.
  - Protects our partners from infringing on 3rd party's rights as well.
- Proactive patent stance enables us to preserve our partner's exclusivity and provide market leverage.



# Regulatory Support

**Microban regulatory helps partners quickly secure the necessary approvals to hasten product launches, and ensures aggressive claim compliance.**

- In-house VP, Regulatory Affairs with over 20 years of regulatory and toxicology experience provides partners with unmatched expertise.
- Former EPA Director is a member of the Microban Board who provides on-going advice.
- Washington & Brussels – based regulatory consulting / law firms support Microban and its partners on a regular basis.
- Experience working with international regulatory authorities to ensure compliance on a global basis.
  - US - EPA, FDA                      - EU - ECB
  - Canada – PMRA                      - Australia - AVMPA
  - Mexico – Cicoplafest                      - UK – HSE
- Facilitate third part approvals with agencies such as NSF and UL.



# Partner Marketing

**Microban Marketing team works closely with partners to help them effectively communicate and leverage the Microban® brand.**

- Regularly complete and share market research to help partners make informed marketing decisions.
- Provide claim development support to ensure compliant and compelling product claims.
- Share partner “Best Marketing Practices” using the Microban brand and syndicate non-proprietary learning to partners.
- Assist partners in:
  - Development of packaging, promotion materials, collateral and advertising materials.
  - Preparation for trade shows, sales conference, press conferences, retailer presentations, etc.



# Microban Brand

**The Microban® brand is a consumer trustmark delivering safe, durable and effective built-in antimicrobial protection that consumers recognize and trust.**

- Microban is the brand leader in built-in antimicrobial product protection.
  - 41% aided awareness in the U.S., compared with 15% for the next highest brand.
- One of the leading “ingredient brands” in the U.S.: Microban 41%, Lycra 39%, Nutrasweet 85%.
- The Microban brand is featured on over 750 products around the world.
- Our ongoing quality assurance program ensures that your products are consistently delivering the antimicrobial efficacy we together promise to the consumer.





## MICROBAN PARTNERSHIP PROCESS



# Microban Partnership Process

**Our process allows partners to quickly evaluate whether a partnership with Microban is right for their business.**

Step 1: Establish Program Requirements	Step 2: Cost Analysis	Step 3: Term Sheet	Step 4: Product Trials	Step 5: Final Agreement
We define performance parameters (efficacy and durability required) and collect information about product usage and processing conditions.	We work with you to determine what products/parts to treat , provide treatment recommendations, and calculate a ballpark per unit cost for your consideration.	We agree to terms of our business relationship early in the process to ensure expectations are aligned	We provide samples and treatment instructions to your vendors and test their resultant trial products against the pre-established program requirements	We conclude a partnership agreement that reflects the business terms agreed to in the Term Sheet and affords equitable protections to both parties

## Marketing and Regulatory Support

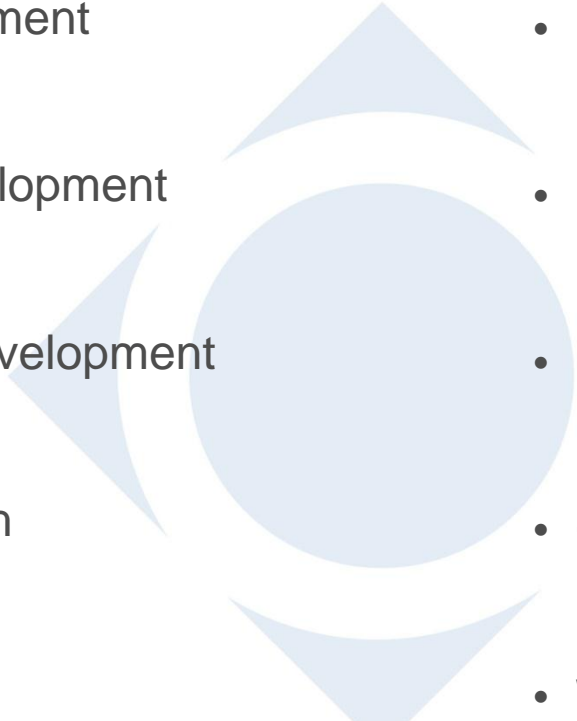
Throughout the process, Microban provides marketing and regulatory insight to ensure that partners are maximizing the value of the benefits we provide while staying well within regulatory guidelines.



## MARKETING SUPPORT

# Microban Marketing Support

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- 
- Claims Development
  - Packaging Development
  - Point of Sale Development
  - Market Research
  - Press Releases
  - Sales Training
  - Microban Website
  - Microban Collateral
  - Customer Specific Programs
  - Website Development

# Microban Partner Support – Packaging Development



Front Package (Top View)



Back Package (Back View)



Final Package (Side View)



Final Package (Front View)



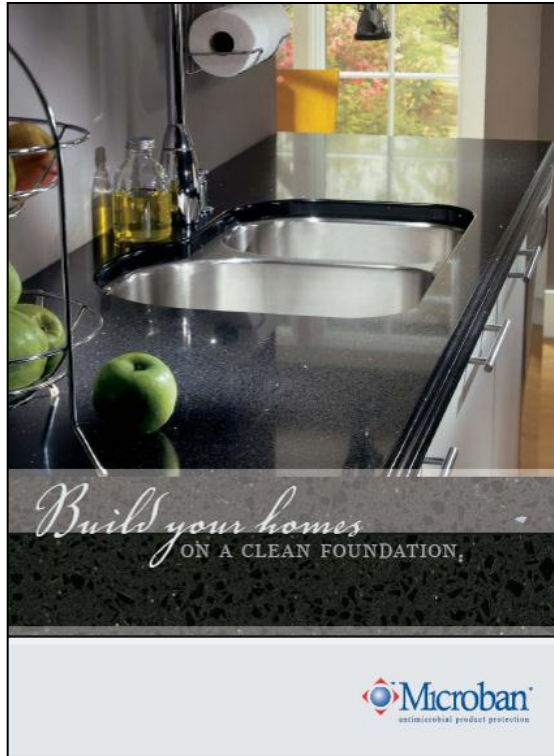
Final Package (Back View)



# Microban Partner Support – Point of Sale Development

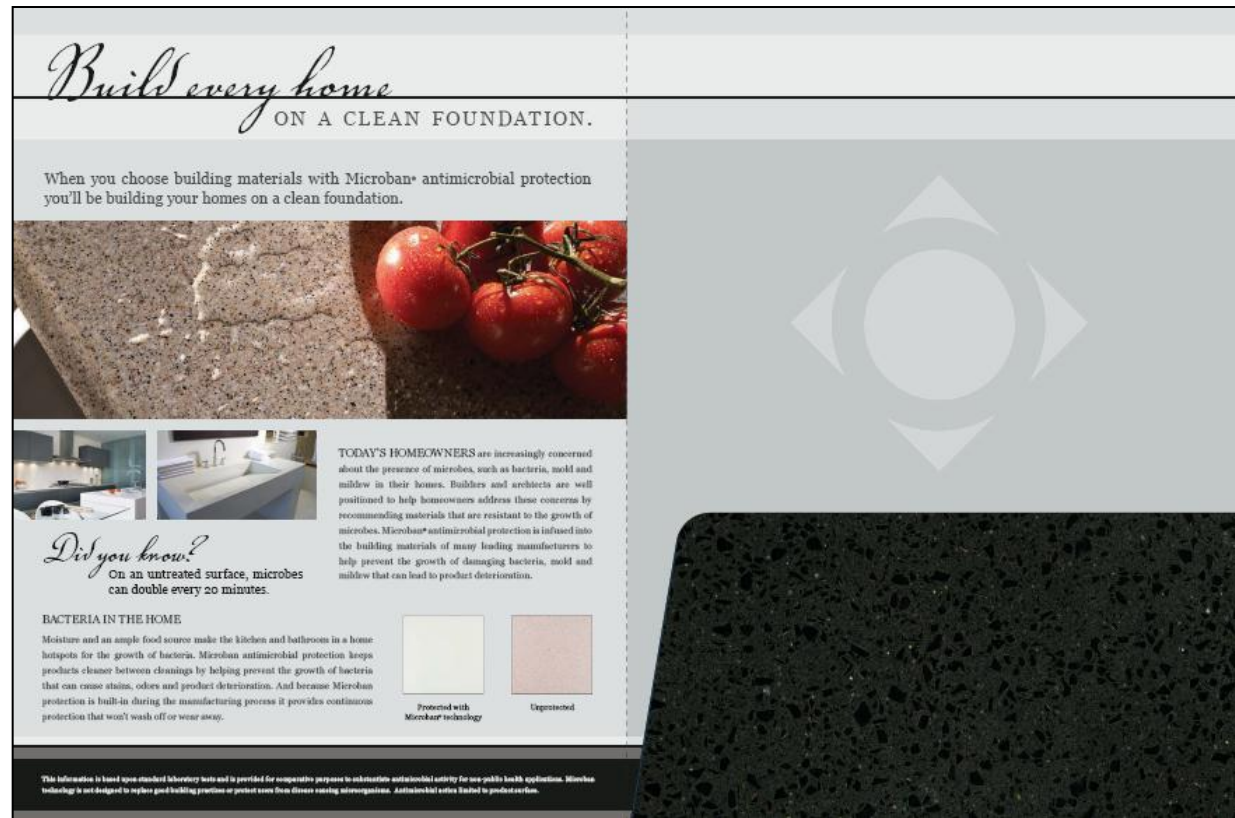


# Microban Partner Support – Collateral Development



Brochure Cover

Brochure Interior





# Microban Partner Support – Website Development

[ABOUT QUICKIE](#)
[ABOUT MICROBAN](#)
[PRODUCTS](#)
[WHERE TO FIND QUICKIE PRODUCTS](#)
[CONTACT US](#)

## Quickie® Clean Tips

[ABOUT QUICKIE](#)
[ABOUT MICROBAN](#)
[PRODUCTS](#)
[WHERE TO FIND QUICKIE PRODUCTS](#)
[CONTACT US](#)

## Home Hot Spots

[ABOUT QUICKIE](#)
[ABOUT MICROBAN](#)
[PRODUCTS](#)
[WHERE TO FIND QUICKIE PRODUCTS](#)
[CONTACT US](#)

## The Good, the Bad, & the Bacteria

**MICROBES. UNDER A MICROSCOPE.**

Too small to be seen with the naked eye, Microbes or microorganisms, are living cells that must be viewed through a microscope. Only when microbes have multiplied to hundreds of thousands can they be detected by the naked eye. Bacteria, mold and mildew are all types of microbes. Thriving in warm, moist environments, microbes can double in number every 20 minutes and must have a food source to grow and reproduce.

**THE TRUTH ABOUT GOOD MICROBES**

Microbes are everywhere. Indoors and out – in the soil, the air, water, in food, on plants and even on animals and humans. There's no escaping the presence of bacteria. In fact, many of the bacteria we encounter are beneficial to the environment and the human body, and can even help us digest food.

**BEAT MICROBES AT THEIR OWN GAME**

### 1 Good cleaning habits

Many products found in our homes provide microbes the source of nutrients they need to thrive. Prevention is the best defense:

- Control moisture in your home, including high humidity levels.
- Eliminate microbes' food sources.
- Thoroughly clean frequently touched areas in the home to reduce the presence of bacteria, mold, and mildew. Give our section on [Home Hot Spots](#) to target the most vulnerable areas of the home.
- Look for products that resist the growth of microbes.

### 2 Look for products with Microban® antimicrobial product protection

Microban® technology is built-in to a product during the manufacturing process and becomes an intrinsic part of the products surface. Bacteria, mold and mildew can cause stains, odors and product deterioration. When these microbes come in contact with the product surface, Microban penetrates the cell wall of the microbes, disrupting key cell functions so the microbes cannot function, grow or reproduce.

Protected with Microban® antimicrobial product protection

Unprotected

This information is based upon standard laboratory tests and is provided for comparative purposes to substantiate antimicrobial activity for non-public health applications. Microban technology is not designed to protect users from disease causing microorganisms. Microban protection inhibits the growth of microorganisms that cause stains and odors. Antimicrobial action limited to product surface.

### 3 Use Quickie cleaning tools with Microban® antimicrobial protection

They fight the growth of stain and odor causing bacteria on the tools and keep them cleaner between cleanings.

[ABOUT QUICKIE](#)
[ABOUT MICROBAN](#)
[PRODUCTS](#)
[WHERE TO FIND QUICKIE PRODUCTS](#)
[CONTACT US](#)

Take our survey. Get a free pair of rubber gloves with Microban protection.

Built-in protection against bacteria that can cause stains and odors.

[ABOUT QUICKIE](#)
[ABOUT MICROBAN](#)
[NEWS/MEDIA](#)
[PRODUCTS](#)
[WHERE TO FIND QUICKIE PRODUCTS](#)
[CONTACT US](#)

## Quickie® cleans it up.

Microban® antimicrobial product protection inhibits the growth of odor and stain causing bacteria on Quickie® cleaning tools, making them the ultimate tools to deliver a powerful clean to your entire home. Click below to learn more about how to keep your cleaning tools and your home cleaner, longer.

**QUICKIE CLEAN TIPS**  
Tricks of the cleaning trade.

**THE GOOD, THE BAD AND THE BACTERIA**  
Get the facts about microbes.

**HOME HOT SPOTS**  
Zone in on microbes in the home.

Take our survey. Get a free pair of rubber gloves with Microban protection.

Built-in protection against household bacteria.

# Microban Partner Support – Collateral Development

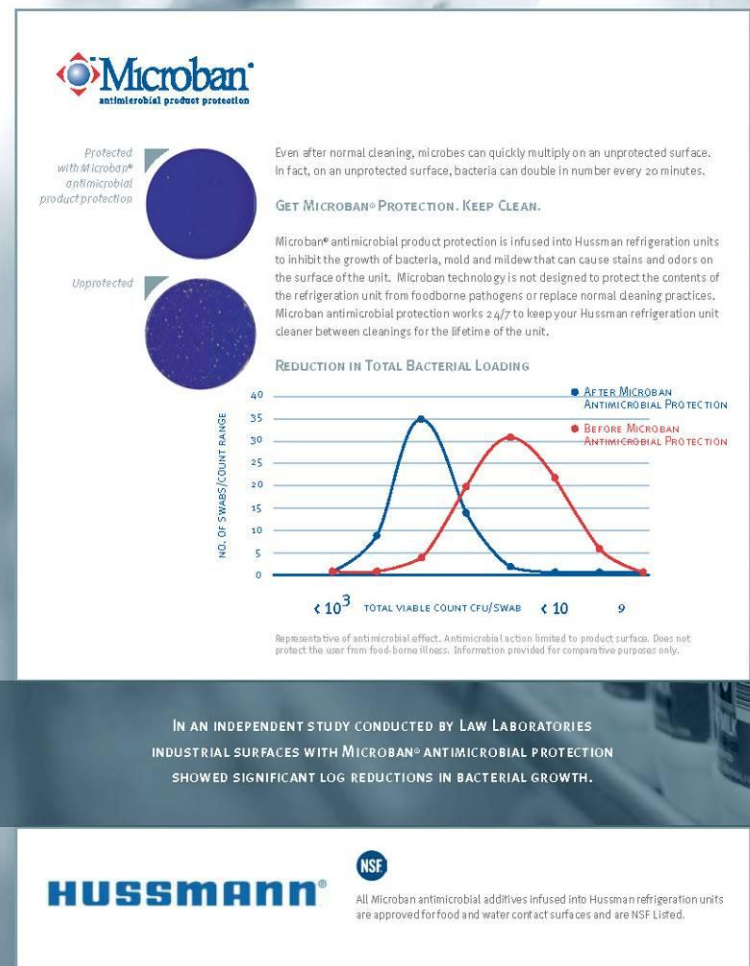


**Microban®**  
antimicrobial product protection

Get Microban® antimicrobial protection.  
**Keep clean.**

Don't put microbes on display.

Bacteria and mold can thrive even in refrigerated environments. Several independent swab studies resulted in similar conclusions; despite proper refrigeration temperatures and regular cleaning over 50% of refrigerated surfaces were contaminated with bacteria and fungal microorganisms.



**Microban®**  
antimicrobial product protection

Protected with Microban® antimicrobial product protection

Unprotected

Even after normal cleaning, microbes can quickly multiply on an unprotected surface. In fact, on an unprotected surface, bacteria can double in number every 20 minutes.

**GET MICROBAN® PROTECTION. KEEP CLEAN.**

Microban® antimicrobial product protection is infused into Hussman refrigeration units to inhibit the growth of bacteria, mold and mildew that can cause stains and odors on the surface of the unit. Microban technology is not designed to protect the contents of the refrigeration unit from foodborne pathogens or replace normal cleaning practices. Microban antimicrobial protection works 24/7 to keep your Hussman refrigeration unit cleaner between cleanings for the lifetime of the unit.

**REDUCTION IN TOTAL BACTERIAL LOADING**



Representative of antimicrobial effect. Antimicrobial action limited to product surfaces. Does not protect the user from food-borne illness. Information provided for comparative purposes only.

**IN AN INDEPENDENT STUDY CONDUCTED BY LAW LABORATORIES INDUSTRIAL SURFACES WITH MICROBAN® ANTIMICROBIAL PROTECTION SHOWED SIGNIFICANT LOG REDUCTIONS IN BACTERIAL GROWTH.**

**HUSSMANN®**

**NSF**

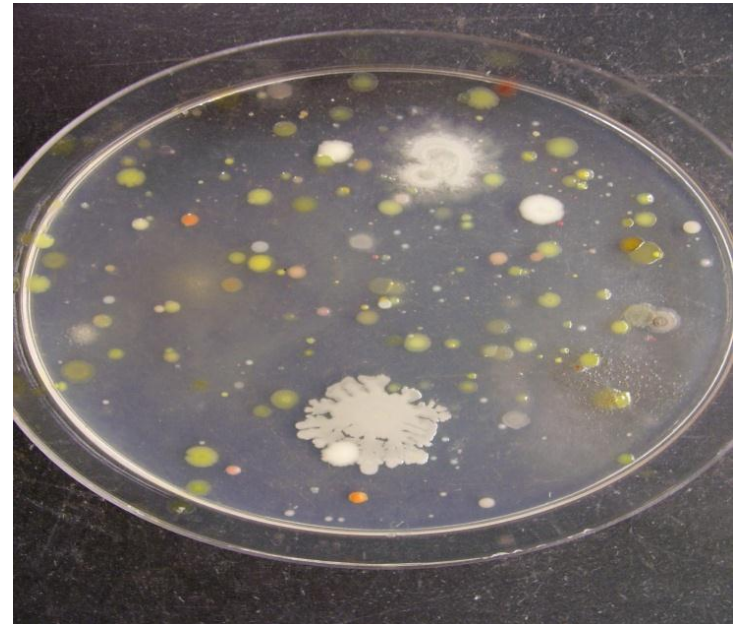
All Microban antimicrobial additives infused into Hussman refrigeration units are approved for food and water contact surfaces and are NSF Listed.



# Microban Partner Support – Customer Specific Programs

**Developed a communication strategy for launch of Microban protection in Kenmore refrigerators.**

- **Did you Know?**
  - Validated credible presence of microbes in refrigerators with a swab study conducted by recognized expert, Dr. Charles Gerba Ph.D, University of Arizona.
- **Make it personal**
  - Average American cleans their refrigerator how often? Conducted omnibus study to measure cleaning habits.
- **Sell the solution**
  - Look for Kenmore refrigerators with Microban antimicrobial protection.



# Microban Partner Support – Training

## Sales Force Training

- PowerPoint Presentations
- On-line Training
- Classroom Presentations



# Microban Partner Support – Microban Website

your region: americas europa asia-pacific



search our site  
 search

home about us products all about microbes manufacturers contact us

Microban® antimicrobial product protection is your promise of continuous, effective and durable antimicrobial product protection and can be found in hundreds of consumer, industrial and medical products around the world. For an added level of protection against microbes, look for the Microban brand on the products you buy.



» home products

» commercial foodservice

» medical products

» apparel and textiles

» building materials

recent news

[California Paints Introduces Revolutionary Interior Paint Line](#)  
New 2010 Super-Scrub Ceramic 100% Acrylic Waterborne Matte Finish

[ORBIS Corporation Launches Plastic Returnable Packaging Products with Microban](#)  
ORBIS Corporation, a subsidiary of Menasha Corporation, announced

interested in using Microban® protection in your product?

[Click here](#) to find out how to protect the products you manufacture from damaging microbes.



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# Microban Partner Advertising

Heavy spending by partners on print & broadcast media is also driving increased awareness of the Microban® brand.

- [BISSELL®](#) Healthy Home™ Vacuum
- [BISSELL®](#) PROHeat® 2X Deep Cleaner
- [Silestone Home Depot](#)

