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Future Preservation Challenges for the Paint Formulator

SANITIZED Preservation AG
Innovation is driven by our pioneering spirit

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- More than 80 years experience in antimicrobial technologies
- Leading producer in field of hygiene function and materials
- Protection for plastics, textiles and paints
- Best available technology
- Microbiology and analytical laboratories and testing services
- Regulatory expertise
- Sanitized® quality brand

Value of antimicrobials in paint manufacturing

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_ **In-Can Preservation**

- _ Maintaining product integrity (reputation)
- _ Avoiding failed batches (cost and logistical problems)
- _ Enhancing product characteristics (added value)

_ **Dry Film Protection**

- _ Extended product performance
- _ Improved environmental protection

_ **Plant Hygiene**

- _ Support in-can preservation system

_ **Antibacterial Coatings**

- _ Protection for institutional and domestic environments
- _ Paint classified as biocidal product

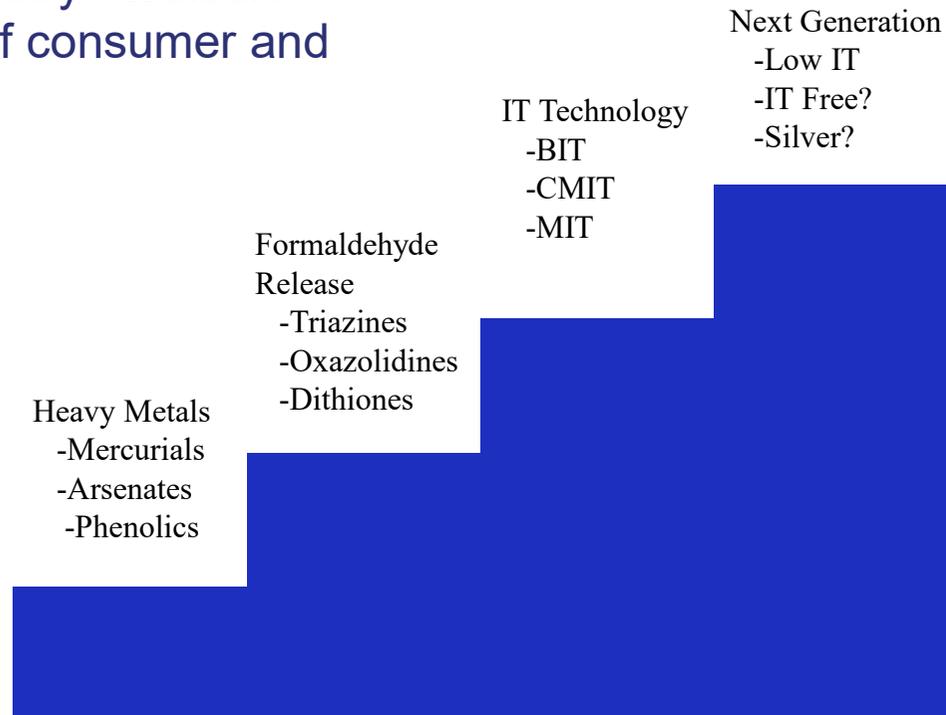
Despite inherent value of antimicrobials they are frequently not visible to the end user

Historical development of biocide technologies

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- Long cycle times for use patterns
- Move towards less reactive technologies
- Depletion of active chemistry «toolbox»
- Heightened awareness of consumer and environmental safety



Latest challenges for the paint formulator

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_ **New labelling of MIT**

- _ Both regulatory and liability issue
- _ Affects ca. 80% of European in-can market

_ **Reclassification of ZPT**

- _ 2 year implementation cycle
- _ Currently no change in status
- _ Possible exceptions for socio-economic reasons

_ **Environmental concerns regarding impact of dry film actives**

- _ Need for control of algae
- _ Interest in longer term performance

Selection of active ingredients – In-can

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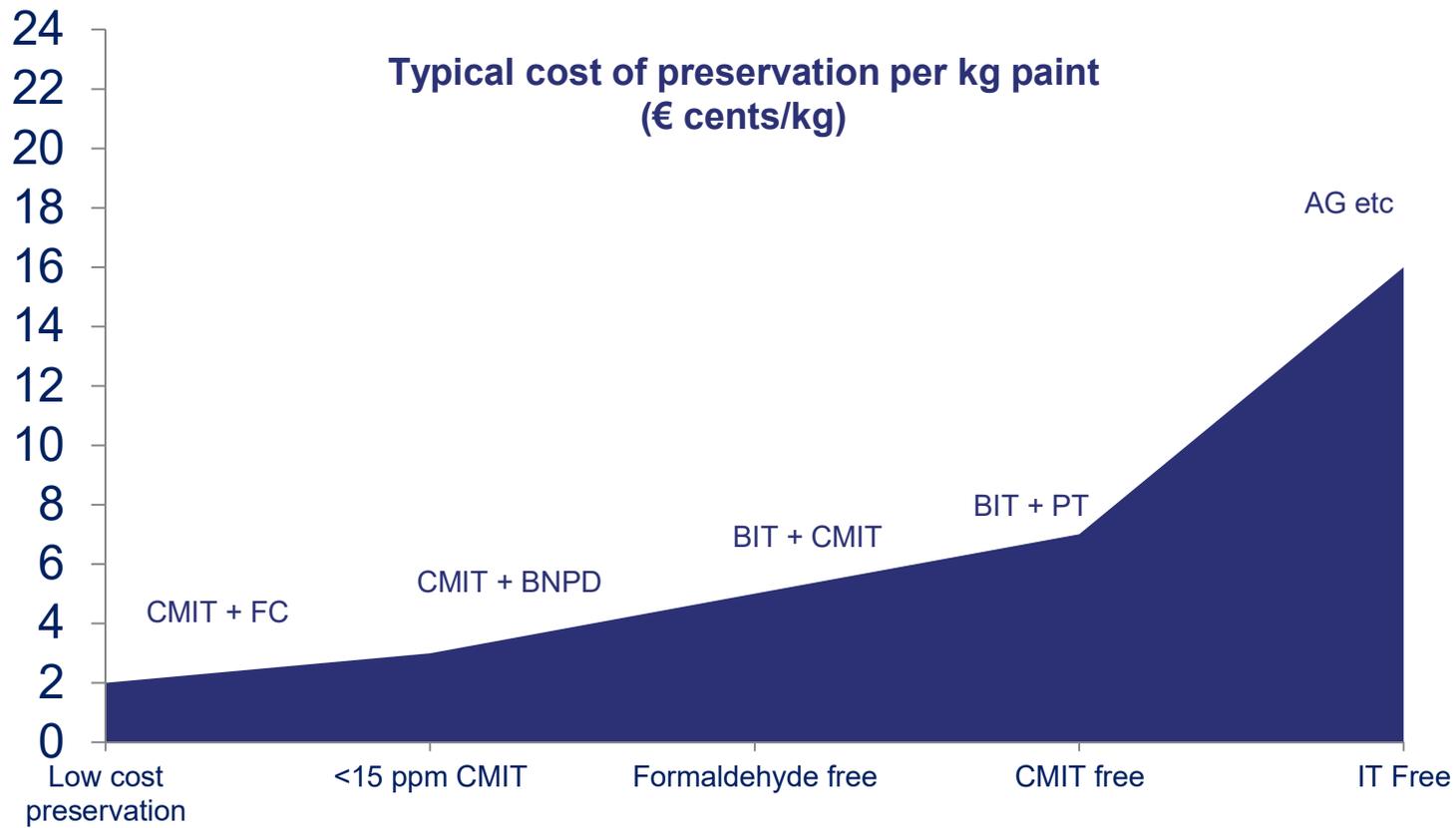


Active Ingredient	Characteristics
BIT	Excellent temperature and pH stability
CMIT	Fast kill, broad spectrum
Bronopol	Broad spectrum
Sodium pyrithione	Excellent fungicide
Zinc pyrithione	Enhances BIT performance

- Combinations of active ingredients needed to achieve satisfactory results
- Regulatory remains the main criteria for product selection
- Increased consumer awareness of active ingredients
 - Compliance with voluntary schemes desirable

In-can options – cost of preservation

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Selection of active ingredients – dry film

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Fungicide	Algaecide	Fungicide/Algaecide
OIT	Diuron	Zinc Pyrithion
IPBC	Terbutryn	DCOIT
Carbendazim		

- Increased awareness of environmental impact
- Formulation technologies influence release of active ingredients
- Regulatory pressures increase, especially on algaecides

Sanitized® Ingredient Brand Protection

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Use the Sanitized® Quality Seal on your products and meet the growing consumer demand for hygiene function and material protection. You will gain a competitive market advantage.

- Profit from the our worldwide trusted brand and offer transparency to consumers
- Promote the benefits of a Sanitized® anti-microbial treatment for finished paint
- Combine it with the effect communication tools for Protection

Conclusions

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- _ Formulation environment becoming increasingly difficult with a limited number of active ingredients available
- _ Plant hygiene improvements are essential to support use of less reactive active ingredients
- _ Paint formulators need consultative support from biocide suppliers to address regulatory and performance requirements
- _ Opportunities to differentiate products through voluntary labelling schemes and branding options
- _ Antimicrobial ingredients are becoming more visible to end users

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the strong partner at your side

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