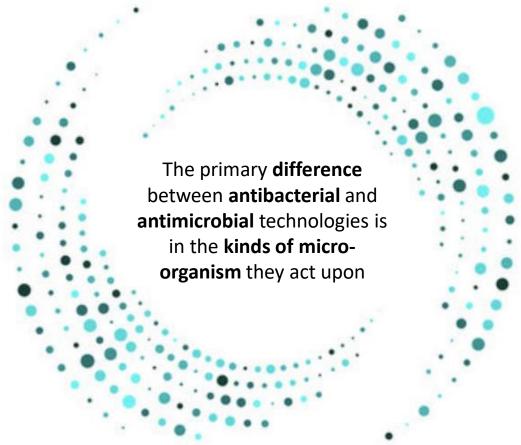


ANTIBACTERIAL VS ANTIMICROBIAL: what's the difference?



ANTIMICROBIAL TECHNOLOGIES

Antimicrobial technology prevents the development of microorganism, including bacteria, virus, algae, fungi and even dust-mites

ANTIBACTERIAL TECHNOLOGIES

Antibacterial technology works to destruct or to inhibiting the growth of bacteria throughout the product entire lifespan.





WHAT IS ANTIMICROBIAL TECHNOLOGY?

Antimicrobial Technology creates products that are permanently protected against a wide range of microbes by using an antimicrobial additive.

The **antimicrobial additive** is normally used during manufacturing process and **provides**, around-the-clock product **protection** from the growth of microorganisms

The **antimicrobial technology negatively affects bacteria** that contaminate the surface



THE ANTIMICROBIAL TECHNOLOGY: BENEFITS

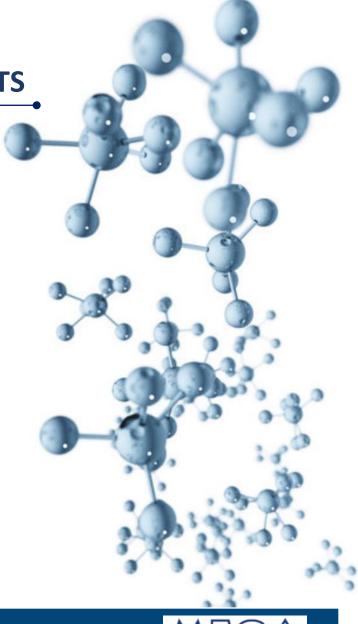
Effective Against Bacteria (ISO 22196)

Reduce the premature product degradation by minimizing the growth of many types of microbes

Makes a products cleaner

Makes a products safe for use in hygiene conscious environments

Helps reduce unpleasant odours







Antimicrobial ADDITIVES

The antimicrobial additives are a class of chemicals that are added to the product during the manufacturing process.

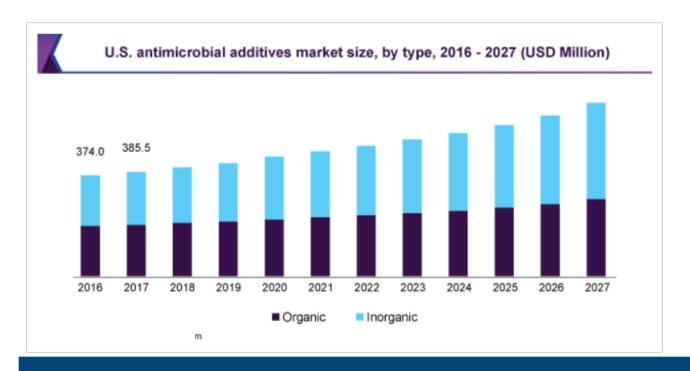
Antimicrobial additives are strictly regulated and are completely safe. As soon as they are infused into the product they will start working to minimize every cross-contamination.

Products containing antimicrobial additives help keep the environment where we work and live clean and hygienic.



Antimicrobial TREND

According to a report by <u>Grand View Research</u>, the global antimicrobial additives market is expected to thrive over the next few years, with estimations that it will reach a value of \$15.34 billion by 2025 and is expected to grow at a compound annual growth rate of 8.4% from 2020 to 2027.

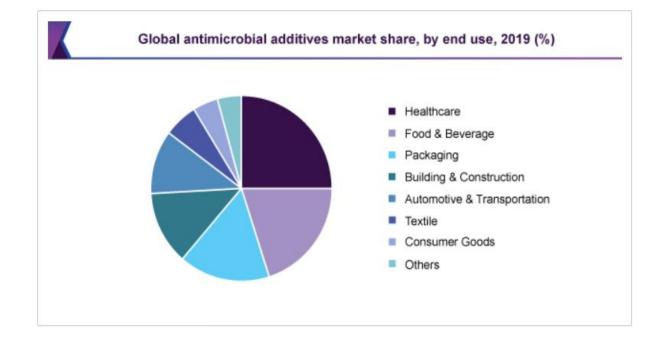


Rapidly expanding enduse sectors due to growing population and urbanization are likely to escalate the demand for antimicrobial additives over the forecast period.



Antimicrobial MARKET SHARE

The food & beverage end-use segment is expected to witness the fastest growth over the forecast period. This growth can be attributed to the extensive utilization of additives in shelving, flooring, food processing equipment, ice-making machines, storage containers, water coolers, and water hydration systems in the food & beverage industry. Increasing population and changing lifestyles are also anticipated to drive the product demand in the food & beverage sector over the forecast period.



Source: www.grandviewresearch.com





Hospital Appliances



Respiratory Disposables



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Dish Washer



Washing Machines

Hair Dryers



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Full color range available;

BQ cables

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