

# SteriTouch<sup>®</sup>

## FAQ

# What is SteriTouch?

SteriTouch® is a comprehensive range of antimicrobial additives designed to reduce the growth of harmful organisms such as bacteria, mould and fungi, while remaining safe for even the most sensitive applications.

Based on an established silver technology, SteriTouch® can be incorporated into most products, either at the point of manufacturing or retrospectively through the use of coatings.

Silver has been used for centuries for its natural sterilising properties. Our innovative carrier mechanisms allow this antimicrobial effect to be harnessed and delivered in an efficient and controlled manner, ensuring excellent performance for the lifetime of the product into which it is incorporated.

*SteriTouch, a market leader in antimicrobial additives, was an obvious choice and the support they have provided in product testing has been invaluable*

*Exopack UK Ltd*

# How do I use it in my products?

SteriTouch® is suitable for almost any material... it can be supplied as a polymer masterbatch, a dry powder, a liquid dispersion or as a coating suitable for application to most surfaces.

Importantly, SteriTouch® products are easy to use and require no changes to your current processing settings.

Even if you have unusual requirements we will gladly work with you to develop a suitable solution. In most instances, such work can be carried out using our in-house R&D facility, leaving you to concentrate on your day to day business.

*We saw a need for antimicrobial surface treatment and decided to switch our entire range to SteriTouch. The combination of additives we use ensures that all of our components can be antimicrobial without changing the appearance of our product.*

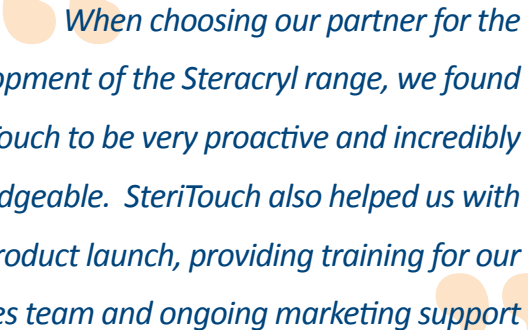
*Autron Products Ltd*

# What support will you give me?

As much as you need.

If you are new to antimicrobial additives, we will guide you through the entire process, from an initial feasibility study through product qualification, testing and validation to manufacturing, product launch and beyond.

Unusually for an antimicrobial supplier, we have in-house R&D and manufacturing facilities which allow us to work very quickly to develop new formulations, tailored to your specific application. Uniquely, we do this at no cost to you.



*When choosing our partner for the development of the Steracryl range, we found SteriTouch to be very proactive and incredibly knowledgeable. SteriTouch also helped us with the product launch, providing training for our Sales team and ongoing marketing support*

*Crown Paints Ltd*

## Is it expensive?

All SteriTouch® products are competitively priced, but perhaps more importantly we provide sample additives, technical support, development facilities and antimicrobial testing free of charge. This makes it easy to identify the optimum addition rates and forecast project costs with confidence.

We do not impose minimum order quantities or annual spends and we do not charge licensing fees for the use of our products or trademark.

*“With no licensing fees, no minimum order, no minimum spend and comprehensive development and marketing support, SteriTouch is undoubtedly the most accessible antimicrobial co-brand.”*

*SteriTouch Ltd*

## But I'm only a small customer...

That's no problem. We work with a great many small businesses and you will receive the same level of support irrespective of the level of business you place with us.

It goes without saying that we will provide you with excellent levels of customer service, but we also have a relaxed and friendly attitude. We are happy for projects to move at your pace. We will never exert any pressure and you will certainly never experience a 'hard sell'.

*The friendliness of the staff makes dealing with SteriTouch a pleasure. It is nice to be able to form a relationship and this helps when you need something out of the ordinary*

*Autron Products Ltd*

# How does it work?

Studies of the means by which silver acts on microbial cells have demonstrated several mechanisms;

- Interaction with sulfhydryl groups of proteins
- Inhibition of cell wall synthesis during cell division
- Disabling of the cell's proton pump
- Unwinding of cell DNA
- Interruption of hydrogen bonding processes

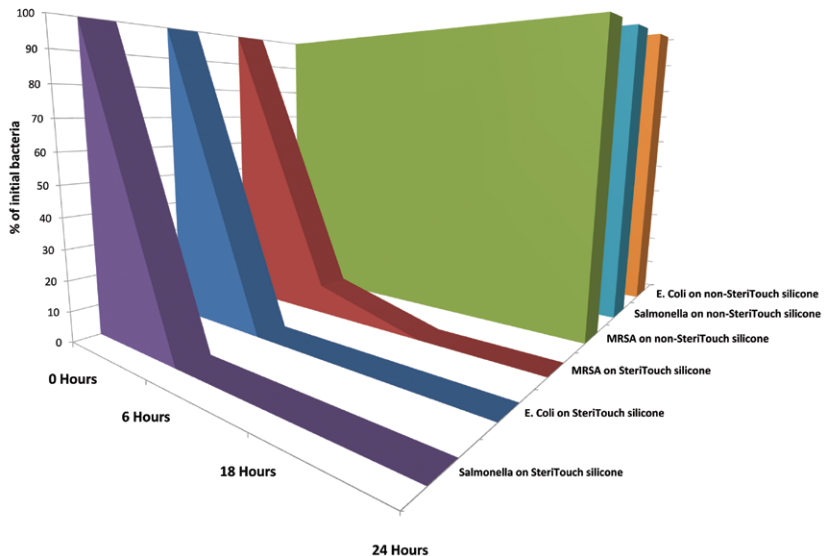
*Proporta chose SteriTouch because it needed to partner with a company with a solid reputation in its field. We have found working with SteriTouch a very hassle-free process. They provide quick responses and are always helpful and succinct*

*Proporta Ltd*

# How effective is it?

Antimicrobial performance is dependent on a number of factors, such as the additive type and concentration, the material into which it has been incorporated and the test conditions.

Our experience and in-house facilities enable us to quickly identify the most appropriate additive, or combination of additives, to deliver excellent performance in your application.





# How resilient is it?

Once a SteriTouch® additive has been incorporated into a material it is essentially there to stay. It won't lose efficacy due to leaching or migration and since it is evenly dispersed throughout the material the antimicrobial performance will be unaffected by scratches and abrasion.

Products containing SteriTouch® additives have been subjected to a range of demanding environmental tests, such as prolonged UV exposure, salt spray and temperature cycling, with no adverse effect on performance.

Importantly, the SteriTouch® additives are unaffected by cleaning chemicals such as chlorine bleach, alcohol, phenol disinfectants and quaternary ammonium compounds. Even harsh industrial products like MEK (methyl ethyl ketone) do not diminish the antimicrobial properties of products containing SteriTouch®.

# Is it safe?

Silver has been used for centuries for its natural sterilising properties. In recent years, this antimicrobial effect has been harnessed through the development of innovative carrier mechanisms, which enable the controlled release of silver ions, allowing silver to be incorporated into most materials without losing efficacy and without affecting the physical properties.

All the additives we use, regardless of carrier mechanism, have comprehensive approvals, including those necessary for food contact applications.

*It is obviously essential to LTG that the additives we use are entirely safe. All the raw materials used in the SteriTouch masterbatch have the necessary food contact approvals, even for the US market, and the antimicrobial performance is most impressive. Given the associated benefits to the end user, it was an easy choice to make*

*A Little Touch of Genius Ltd*

# Can I use the SteriTouch logo?

Absolutely. Our trademark and logos can be used by any of our customers without any licensing fees.

We have a very simple trademark agreement and a brand guidelines leaflet to ensure that the mark is used appropriately and that you maximise the benefit of the mark for your company and products.

*Other than their commitment to developing a solid partnership, one of the great benefits of working with SteriTouch is the fact that their trademark is available as a co-brand, not just to Dugdale but also Dugdale's customers, without any associated licensing fees.*

Dugdale plc

# I'm based outside the UK. How does this affect me?

With exports accounting for over 50% of our sales, we are well versed in the requirements of overseas clients.

One of the advantages of choosing SteriTouch® is that the active components used in our additives comply with the legislative requirements for most overseas territories, including Europe, USA, Australasia and the Far East.

Marketing assistance is provided freely to all our clients, irrespective of geographic location or whether they use the SteriTouch® brand. This is of particular importance in

territories such as the USA, where it is essential that all marketing collateral complies with national legislation.

# Who else is using SteriTouch?

SteriTouch® is used by a diverse range of companies, from small start-ups to global retailers.



*Safety First Aid chose to partner with SteriTouch due to the confidence in their trusted brand together with the technical support and back-up*

*Safety First Aid Group*

If you need any help or advice please  
contact our Brand Manager

Joanna Wilson  
+44 (0) 1495 211400  
[joanna@steritouch.com](mailto:joanna@steritouch.com)