



[www.cottodeste.it/microban](http://www.cottodeste.it/microban)

There are more bacteria on one hand than people on the Earth.

Bacterial growth can double in number every 20 minutes on unprotected surfaces.

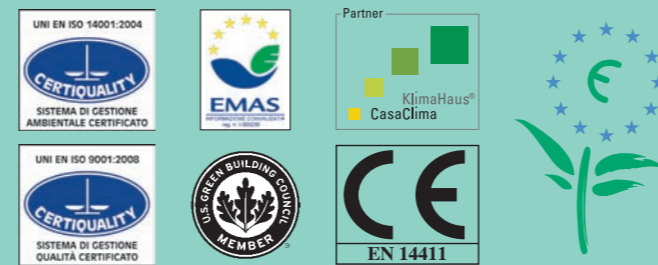
Floors in areas with high levels of pedestrian traffic, such as schools, offices, hospitals and public buildings are ideal places for microbial and bacterial growth, but our homes, despite daily cleaning, can also be contaminated by germs and bacteria from outside.

We have chosen Microban®, the global leader in antibacterial technology, to make our tiles even safer.



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Panariagroup Industrie Ceramiche S.p.A



# THE SAFEST PLACE IN THE WORLD

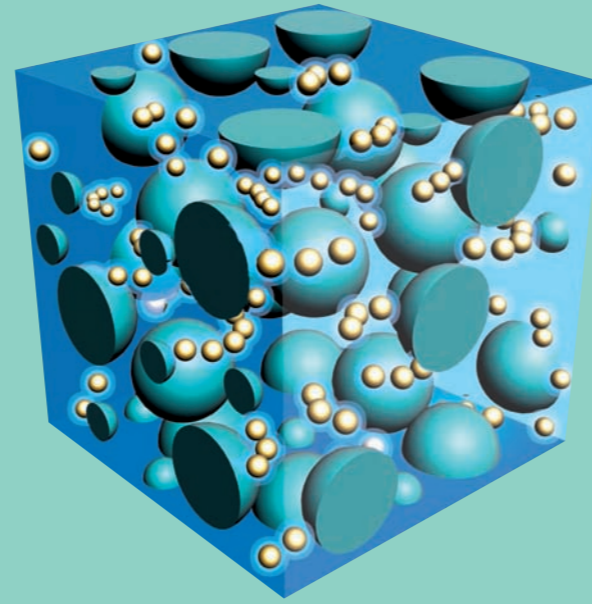


ANTIBACTERIAL PROTECTION ALWAYS ACTIVE

Cotto d'Este has always offered the highest quality products, together with unparalleled beauty and cutting-edge solutions. Today, thanks to ongoing work at the Panariagroup Research Centre and a **prestigious agreement with the global leader in antibacterial technology Microban®**, we are proud to announce that Cotto d'Este porcelain stoneware and laminate stoneware tiles for flooring and covering, produced with Microban® technology, are designed with something more than beauty and durability in mind: biological health and safety for our living, leisure and working environments.

Thanks to built-in technology based on silver, **our tiles are protected by an innovative antibacterial shield that eliminates up to 99.9% of bacteria on surfaces**

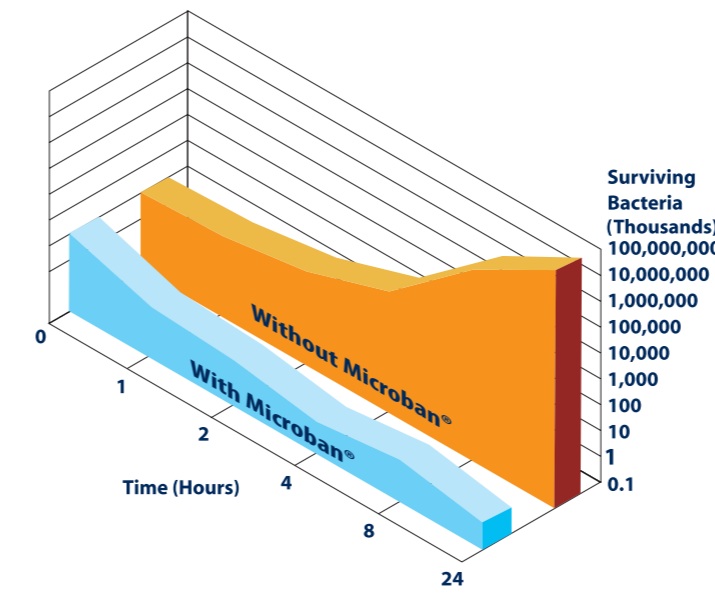
and guarantees long-lasting protection against wear and tear, climatic conditions and repeated cleans in any usage environment.



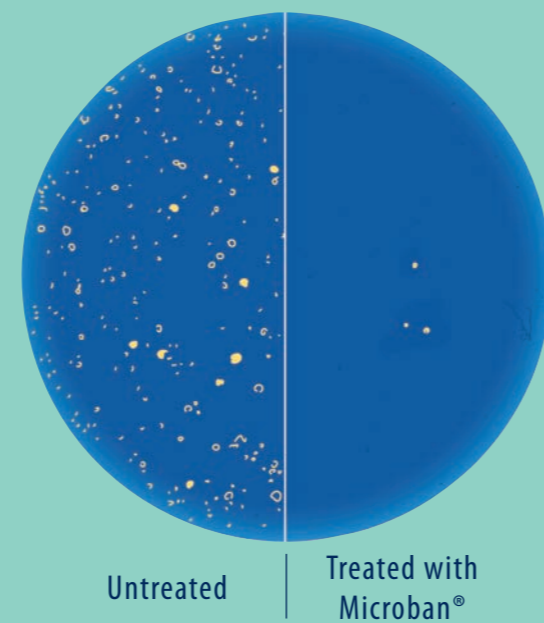
**The Microban® protection is directly incorporated into the tiles during the production process:** when bacteria comes into contact with the treated surface, the Microban® technology reacts, blocking the metabolism of the bacteria. It therefore interrupts the life cycle of bacteria, which is no longer able to proliferate and survive.



**In addition, Microban® technology is active 24 hours a day, guaranteeing continuous protection day and night, keeping tiles more hygienic in between cleans.**



**Microban® technology has undergone rigorous trials conducted by independent laboratories** and benefits from a long history that guarantees its safety of use. It is registered in Europe under the Biocidal Products Directive for all applications in which it is used. Microban® builders are incorporated into consumer goods, industrial products and medical equipment manufactured by some of the world's leading companies. Today, this technology is available exclusively to Cotto d'Este: always at the cutting-edge!



Unlike disinfectants, which provide an instantaneous solution, but one that is not long-lasting, **Microban® guarantees a durable solution**, providing continuous action against bacteria throughout the entire life cycle of the product.

