



## EXCLUSIVE MICROBAN® ANTIMICROBIAL PRODUCT PROTECTION

The only residential carpet with built-in Microban antimicrobial product protection. Now available in across all Phenix polyester carpet products.



### PROTECTION THAT LIVES ON

Microban technology built into Phenix carpeting is working continuously to keep the carpet cleaner.



Surfaces treated with Microban technology remain 99% cleaner from the growth of bacteria and odors than untreated surfaces.

Microban technology protects 24/7 against the growth of bacteria, mold and mildew that can cause stains, odors and product deterioration.



### MICROBAN IS THE GLOBAL LEADER IN ANTIMICROBIAL AND ODOR CONTROL TECHNOLOGY

- Technology is safe and effective and built into thousands of products around the world including door handles, sports apparel and baby changing stations
- Consumers recognize, trust and believe in the Microban brand
- Microban's technology does not wash or wear off and is a permanent part of the carpet
- Proactive carpet protection that prevents problems before they start
- Powerful product protection at no additional cost to consumers
- Now built into entire Phenix polyester carpet product line

**PHENIX CARPETS PROTECTED WITH MICROBAN ALLOW CONSUMERS TO WORRY LESS AND LIVE MORE**



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### THE MICROBAN & PHENIX ADVANTAGE

The Microban brand is synonymous with protection, empowerment, and control. That's why over **60% of consumers know and trust the Microban brand** as the global leader in antimicrobial product protection.

**Did you know** that 9 out of 10 consumers already use antimicrobial products in their home? In fact, **over 76% of consumers** today are concerned about the presence of bacteria in their environment, which is why some of the world's leading brands **choose to partner with Microban** to provide powerful antimicrobial product protection.

### PHENIX IS IN GOOD COMPANY WITH OTHER HOUSEHOLD BRANDS THAT OFFER MICROBAN ANTIMICROBIAL PROTECTION



GE APPLIANCES



Kwikset



Rubbermaid



SHERWIN-WILLIAMS



OPHENIX

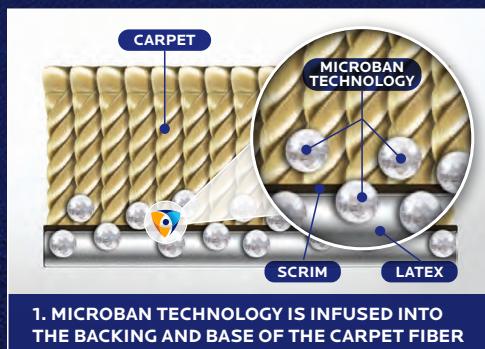
Phenix offers the only residential carpet with **built-in Microban antimicrobial protection**.

Phenix offers Microban product protection across **all Phenix polyester carpet product at no additional cost** to consumers.

**EXCLUSIVE MICROBAN® ANTIMICROBIAL  
PRODUCT PROTECTION**



**MICROBAN® TECHNOLOGY vs MICROBES ON CARPET**



1. MICROBAN TECHNOLOGY IS INFUSED INTO THE BACKING AND BASE OF THE CARPET FIBER



2. MICROBES TRY TO ATTACK THE TREATED CARPET



3. TREATED CARPET INHIBITS THE GROWTH OF MICROBES



4. MICROBAN TECHNOLOGY TREATED CARPET REMAINS CLEANER





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### Q. WHO WILL THIS CARPET APPEAL TO?

A. One of the fastest growing categories of consumers, described as The Clean Home Movement.

⦿ *They expect their homes to support a smarter, healthier lifestyle by offering high-tech cleanliness and safety.*

### Q. ARE ANTIMICROBIALS SAFE?

A. Yes. Microban technology has a long history of use and proven effectiveness in thousands of tests.

⦿ *The same technology is used in a wide range of household items, clothing, medical equipment, military gear and more.*

⦿ *Registered with the EPA – determined as safe to use and effective.*

⦿ *Built-in protection for the carpet against the growth of stain and odor causing bacteria, mold and mildew.*

### Q. HOW DOES MICROBAN TECHNOLOGY KEEP THE CARPET CLEANER - DOES IT PREVENT STAINS?

A. No. The solution-dyed fiber is what provides inherent stain resistance.

⦿ *Microban technology keeps the carpet cleaner in between cleaning by preventing the growth of bacteria and mold.*

⦿ *Bacteria and mold can cause stains, odors and product damage. Microban protection helps prevent this from happening.*

### Q. ARE CARPETS WITHOUT ANTIMICROBIALS DIRTY OR UNHEALTHY?

A. Carpets without antimicrobials are neither inherently dirty nor unhealthy.

⦿ *Carpet with Microban technology is simply going to stay cleaner and fresher between cleanings.*

### Q. WILL THE MICROBAN TECHNOLOGY WASH OR WEAR OFF WITH TIME?

A. No. It is an inherent property and will not degrade or dissipate over time in spite of multiple cleanings.

### Q. WILL THIS CARPET PREVENT EXPOSURE TO BACTERIA?

A. No. Microban product protection is about keeping the carpet cleaner without any extra cleaning, by inhibiting the growth of stain and odor causing bacteria.

⦿ *It's a time-saver that gives you peace of mind - the proactive protection is always working to keep the carpet cleaner and fresher, for longer.*