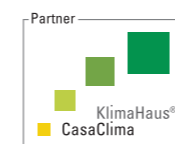




CERAMICA PANARIA HAS CHOSEN



THE GLOBAL LEADER IN CONTINUOUS ACTIVE ANTIBACTERIAL PROTECTION



THE SAFEST PLACE IN THE WORLD

WE HAVE CHOSEN MICROBAN®, THE GLOBAL LEADER IN ANTIBACTERIAL TECHNOLOGY, TO MAKE OUR TILES EVEN SAFER.

Ceramica Panaria & Microban
Continuous active antibacterial action



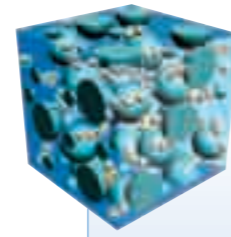
THERE ARE MORE BACTERIA ON ONE HAND THAN PEOPLE ON THE EARTH



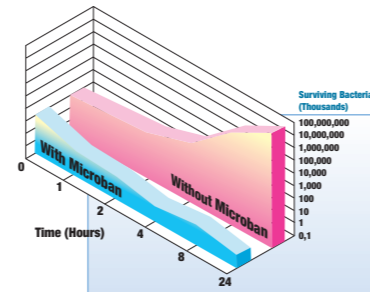
Bacterial growth can double in number every 20 minutes on unprotected surfaces. Floors in areas with high levels of pedestrian traffic, such as schools, offices, hospitals and public buildings are ideal places for microbial and bacterial growth, but our homes, despite daily cleaning, can also be contaminated by germs and bacteria from outside.



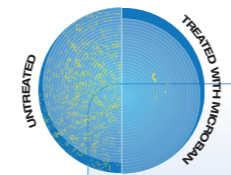
Ceramica Panaria products distinguish themselves by quality, refinement and originality. Today, thanks to ongoing work at the **Panariagroup Research Centre** and a **prestigious agreement with the global leader in antibacterial technology Microban**, we are proud to announce that Ceramica Panaria porcelain 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.



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**.



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 **Ceramica Panaria and Panariagroup: always at the cutting-edge!**

IL POSTO PIÙ SICURO AL MONDO

Abbiamo scelto Microban®, leader mondiale nella tecnologia antibatterica, per rendere ancora più sicure le nostre piastrelle. Grazie alla tecnologia integrata a base di argento, fino al 99,9% dei batteri sono eliminati dalla superficie della piastrella con un'azione igienizzante costante nel tempo, efficace giorno e notte e inalterabile da usura, condizioni climatiche e ripetute pulizie. Ecco perché i nostri prodotti nascono con qualcosa in più della bellezza e della resistenza: l'igiene e la sicurezza biologica per i vostri ambienti di vita, di svago e di lavoro.

Microban

PANARIAgroup
INDUSTRIE CERAMICHE S.P.A.

www.panariagroup.it

Panaria CERAMICS **COTTO D'ESTE** **LEA CERAMICHE** **FIORDO** **MARGRES** **LOVE CERAMIC TILES**