ROCKSON

HARD SURFACE SOLUTIONS

P R ( ) T E C T®

Antibacterial for Life.

INFORMATION BOOKLET

HAPPY ON THE FLOOR. BUT WITH NO SURPRISES.

It is said that there is more bacteria on one hand than people on planet Earth. How is it possible then to live with surfaces freely, especially flooring?
The solution has arrived thanks to the Panariagroup Research Centre, which has created the PROTECT® line. Besides being beautiful and remarkably resistant, PROTECT® antimicrobial surfaces have been created with Microban® technology, developed by the world leader in the sector: a true antimicrobial shield built into the ceramic product that eliminates up to 99.9% of bacteria on the surface. The result is a surface which is consistently protected, with high levels of hygiene, unalterable from wear and tear and climatic conditions.

PROTECTION WHICH IS INVISIBLE, BUT ETERNAL.

Silver is the base ingredient of this technology: integrated permanently into PROTECT® products during the industrial firing phase, at over 1200 °C, making it constantly active, 24-7, day and night, throughout the life cycle of the product. When bacteria come in contact with the treated surface, Microban® technology acts by blocking their metabolism; in this way it interrupts the life cycle of bacteria and their ability to spread.
This is why the PROTECT® line is unique in its kind and without competitor.

POWERFUL ACTION
kills up to 99.9% of bacteria

The technology used in PROTECT® products, based on silver ions blocks the metabolism of bacteria, eliminating them and preventing their proliferation.

ETERNAL EFFECTIVENESS
thanks to technology integrated into the product

Silver ions, permanently integrated into the tile at the moment of firing, are active throughout the life cycle of the product and always guarantee a high level of protection between cleaning operations.

CONTINUOUS PROTECTION
24 hours a day

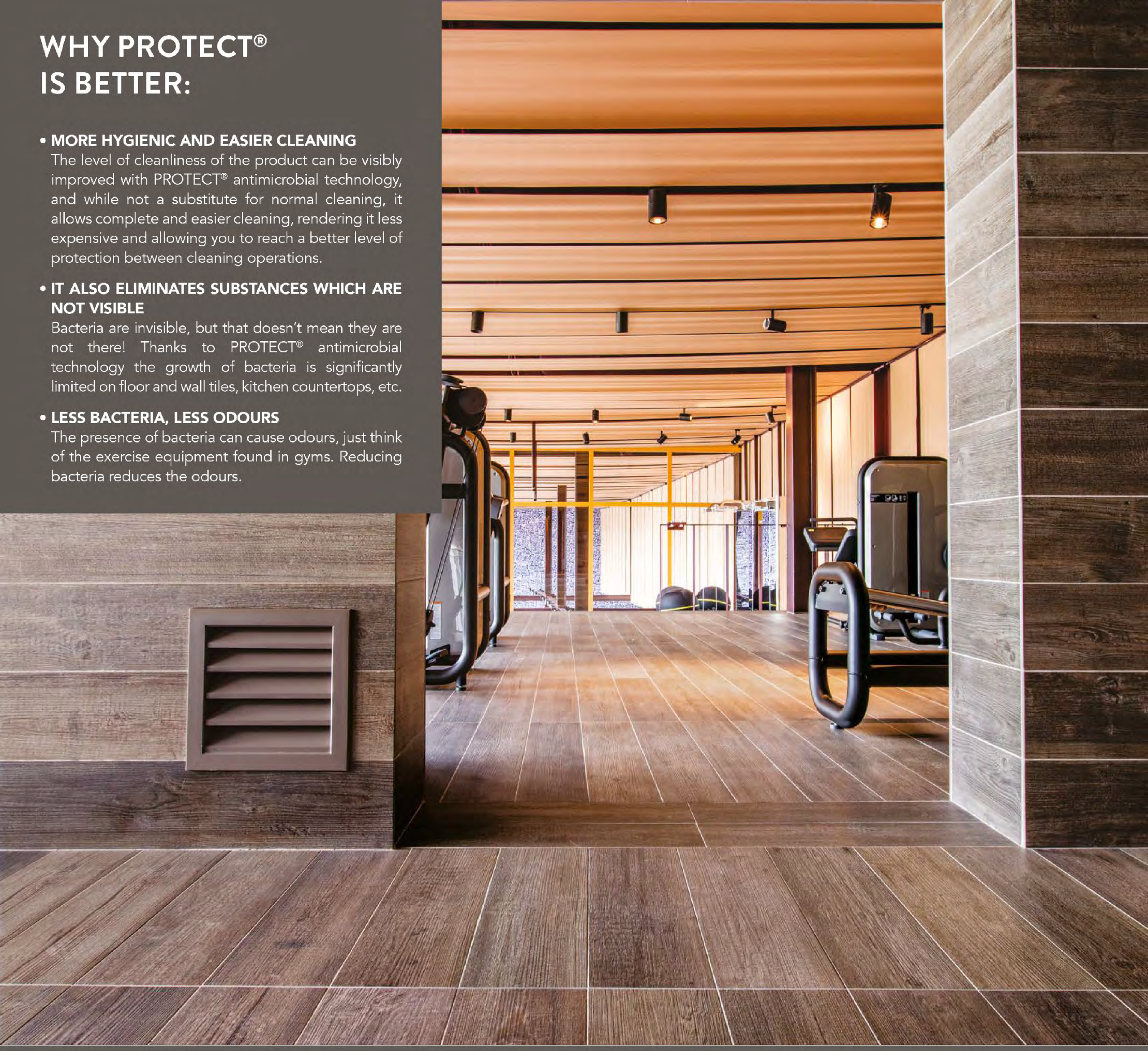
Unlike other technologies, such as those based on the use of Titanium Dioxide, the protective shield is always active, day and night, with or without sunlight and it does not need UV rays for activation.

GUARANTEED QUALITY
by the partnership with Microban®

PROTECT® is guaranteed by the partnership with Microban®, the world's leading company in the use of antimicrobial technology applied to numerous sectors and products. Furthermore it complies with international safety regulations and it is tested by specialized independent laboratories.

WHY PROTECT® IS BETTER:

- **MORE HYGIENIC AND EASIER CLEANING**
  The level of cleanliness of the product can be visibly improved with PROTECT® antimicrobial technology, and while not a substitute for normal cleaning, it allows complete and easier cleaning, rendering it less expensive and allowing you to reach a better level of protection between cleaning operations.
- **IT ALSO ELIMINATES SUBSTANCES WHICH ARE NOT VISIBLE**
  Bacteria are invisible, but that doesn't mean they are not there! Thanks to PROTECT® antimicrobial technology the growth of bacteria is significantly limited on floor and wall tiles, kitchen countertops, etc.
- **LESS BACTERIA, LESS ODOURS**
  The presence of bacteria can cause odours, just think of the exercise equipment found in gyms. Reducing bacteria reduces the odours.



ANTIMICROBIAL EVERYWHERE

The continuous antimicrobial action of the PROTECT® line prevents the formation of biofilms, colonies of bacteria that form a slimy coating on surfaces, which are difficult to clean and can compromise the tile itself by fading colours or adding resistant and smelly mildew.
PROTECT® technology is especially effective with bacteria such as Escherichia coli, Klebsiella pneumoniae and Staphylococcus aureus, very frequent in any environment.

PROTECT® ANTIMICROBIAL SURFACES ARE RECOMMENDED FOR DOMESTIC ENVIRONMENTS BUT ALSO:

Restaurants, canteens, countertops for kitchens
Greater hygiene in environments where the presence of food is essential.

Healthcare environments, medical clinics
A weakened and sensitive immune system requires the utmost care in these environments.

Gyms, health clubs, spas
Antimicrobial surfaces in sports and wellness centres are a guarantee of extreme care for clients.

Airports, shopping centres, schools
Centres with large numbers of people require strict controls to prevent bacteria growth

DIEGO AND ANNA FREE TO DESIGN.

Diego and Anna leave nothing to chance, a serious architect wouldn't do that. For this reason they design spaces and environments relentlessly and with obsessive precision, creating ideas that genuinely solve any housing need. Starting from the flooring, a fundamental base for all actions, reaching up to the sky. Why choose PROTECT®, because among all the surfaces available this is a choice which is anything but superficial.

ALEX

FREE TO GROW UP.

For little Alex the time has arrived to explore a new environment: the world. Starting from down below, because that is where they start to crawl, slide, roll, laugh and even sleep, and free to do so without any worries. For this reason, both at home and at day care, PROTECT® antimicrobial surfaces are the best travel companions!

EMMA

FREE TO EXPLORE.

In every aspect of her life Emma looks for a new emotion, a different path, a discovery that may help make her future amazing. For this reason she loves all spaces, especially where she can lie on the ground, where it is easier to create because you can see things through the eyes of freedom. And PROTECT®, among all her discoveries, is by far the one that allows her to start designing her tomorrow.

EVERY PRODUCT CAN BE PROTECT®.
The antimicrobial technology can be integrated into all types of products, formats, surfaces, finishes including products created 'on demand'. Also, unlike other technologies, it does not whiten the surface in which it is incorporated.

WHAT IS ANTIMICROBIAL?

- Antimicrobial technologies minimize the presence of bacteria, mold, and fungi.
- In contrast to antibacterial agents, antimicrobial surfaces offer a greater level of product protection by continuously inhibiting the growth of microbes on surfaces.
- Protect antimicrobial contributes to improved hygiene levels and reduces the risk of cross-contamination, guaranteeing an additional level of protection in any environment.
- The broad spectrum performance of antimicrobial surfaces make them perfect for use in hygiene critical environments such as schools, hospitals, and commercial kitchens.

Antibacterial

+

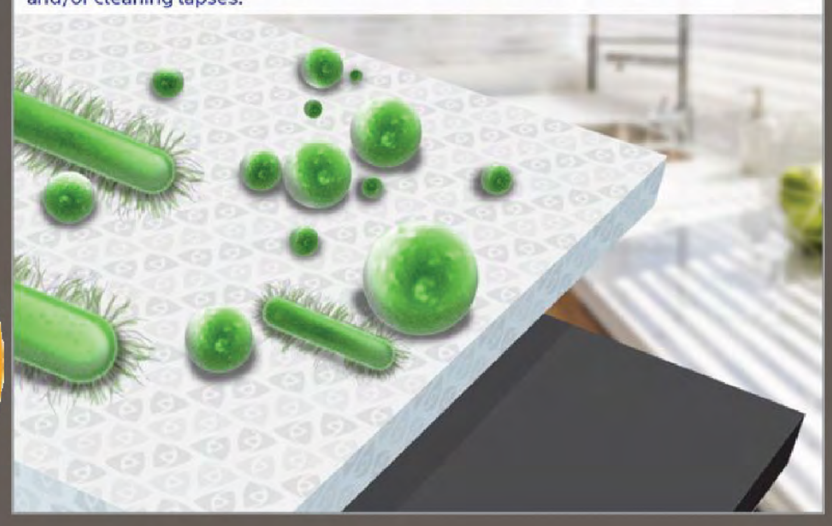
Antifungal

=

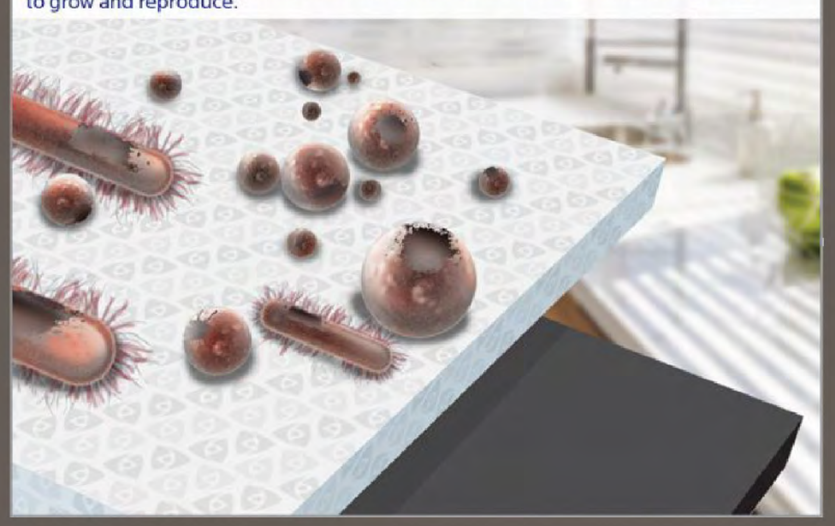
Antimicrobial

01. FULL INTEGRATION
The technology is integrated during the manufacturing process and becomes part of the molecular structure of the product. It will not wash off or wear away.

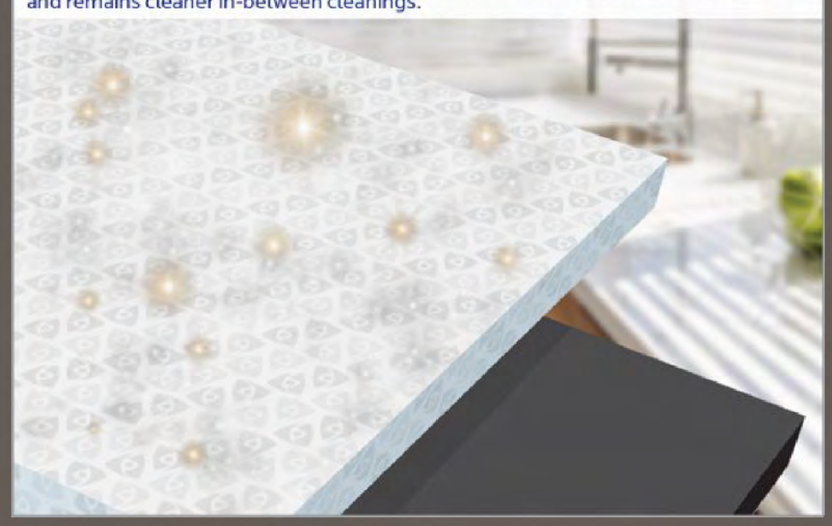
02. CONTAMINATION
The treated surface becomes contaminated with microbes as a result of contact and/or cleaning lapses.



03. TECHNOLOGY AT WORK
The technology penetrates the cell wall of each microbe and inhibits their ability to grow and reproduce.



04. A CLEANER SURFACE
The treated surface is protected from microbial proliferation for its expected lifetime and remains cleaner in-between cleanings.

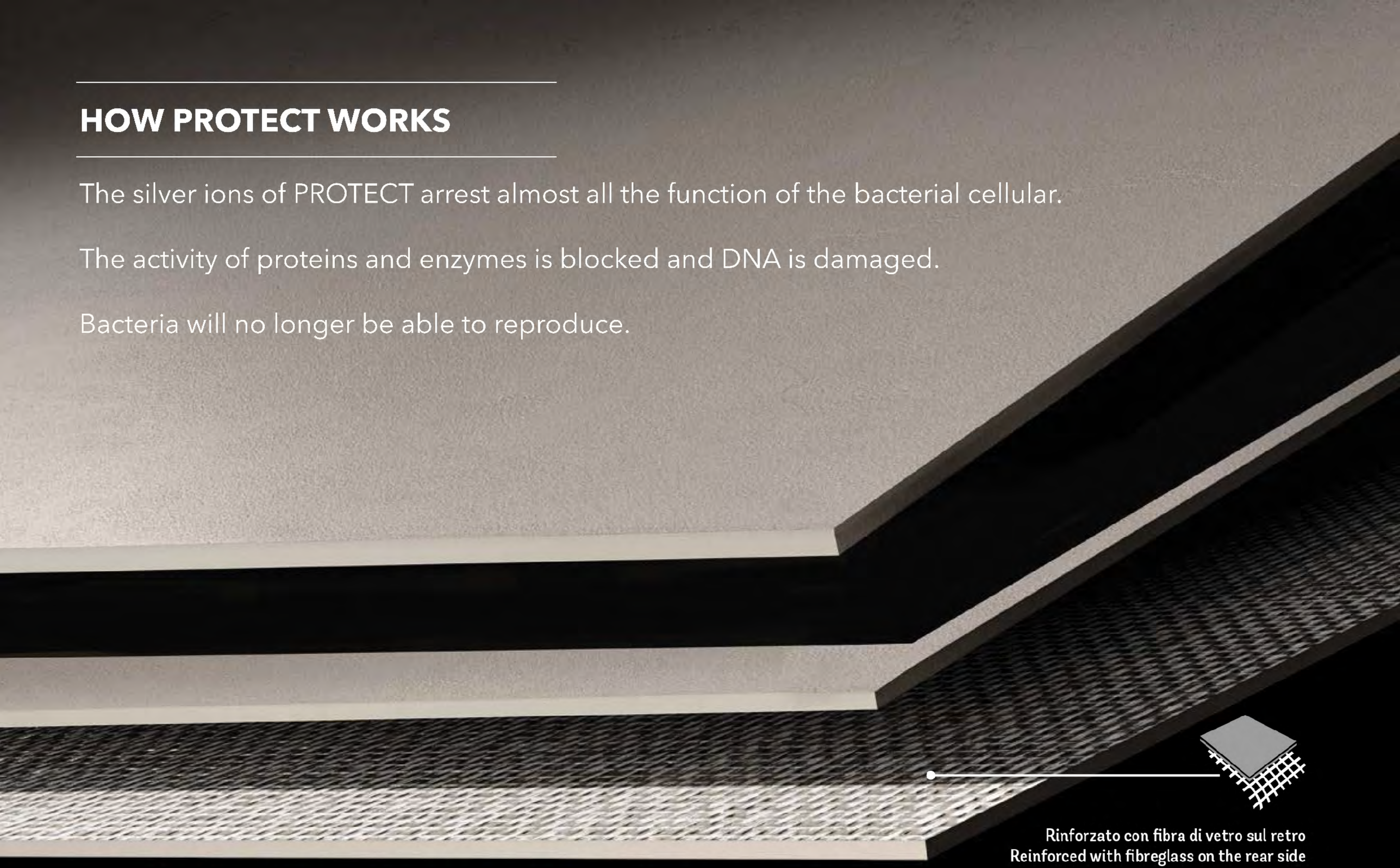


HOW PROTECT WORKS

The silver ions of PROTECT arrest almost all the function of the bacterial cellular.

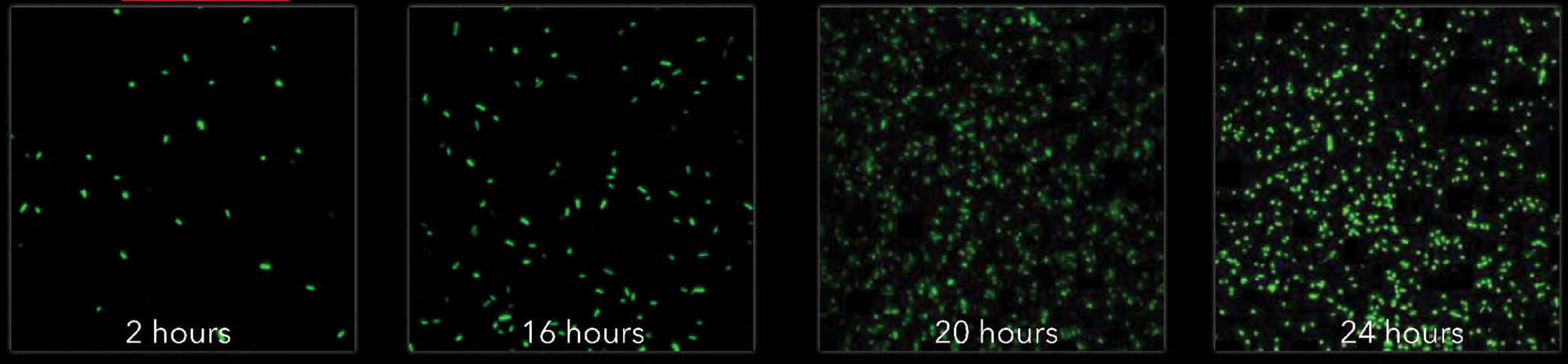
The activity of proteins and enzymes is blocked and DNA is damaged.

Bacteria will no longer be able to reproduce.

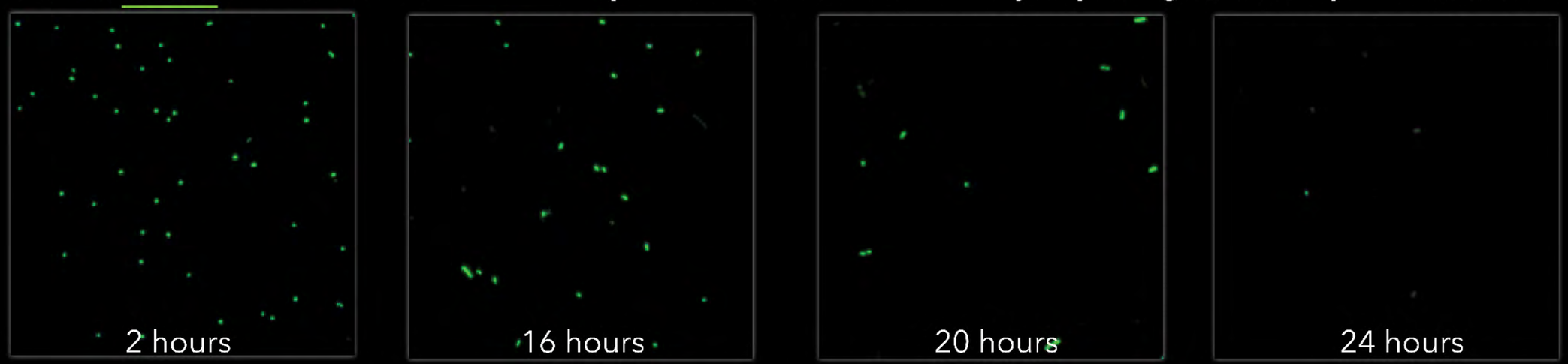


Rinforzato con fibra di vetro sul retro
Reinforced with fibreglass on the rear side

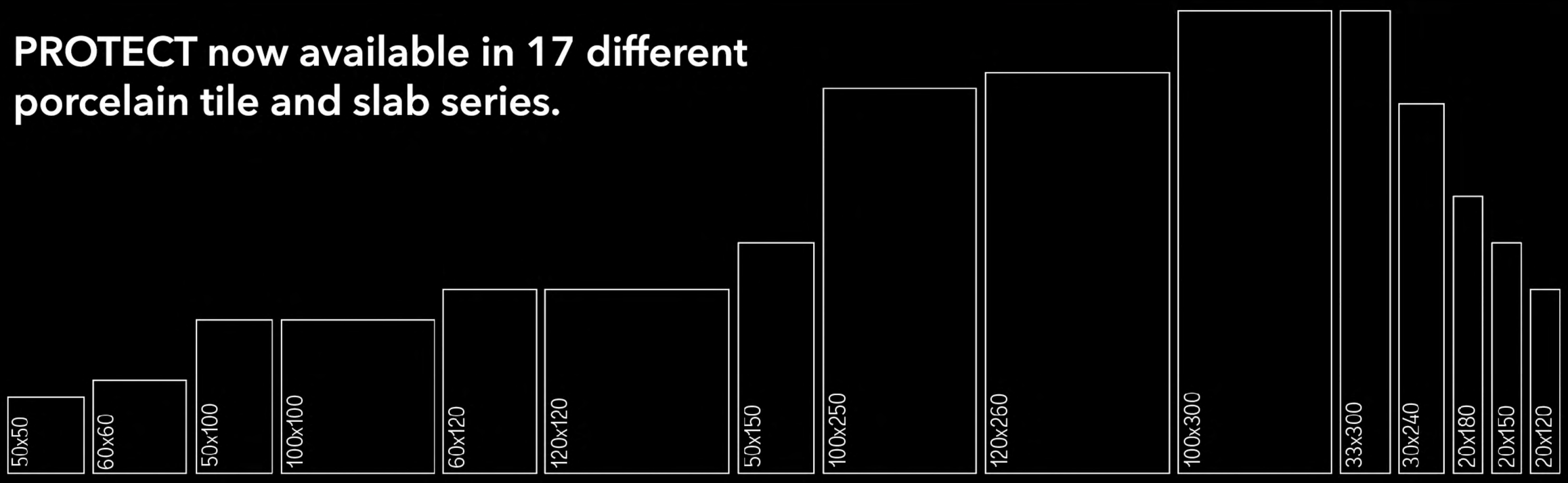
Tiles without PROTECT: **Easy proliferation of bacteria on the surface that does not have PROTECT.**



Tiles with PROTECT: **The presence of PROTECT effectively stops the growth and spread of bacteria.**



PROTECT now available in 17 different porcelain tile and slab series.



THE STRENGTH OF A WORLDWIDE LEADING PARTNER: MICROBAN®

Panariagroup has chosen to develop PROTECT® products together with Microban®, the world's leading antimicrobial technology brand. Thanks to its global approach, Microban® technology is known and appreciated by more than 250 brands worldwide and used in more than 1000 products, not only in construction but also in commercial and consumer goods.

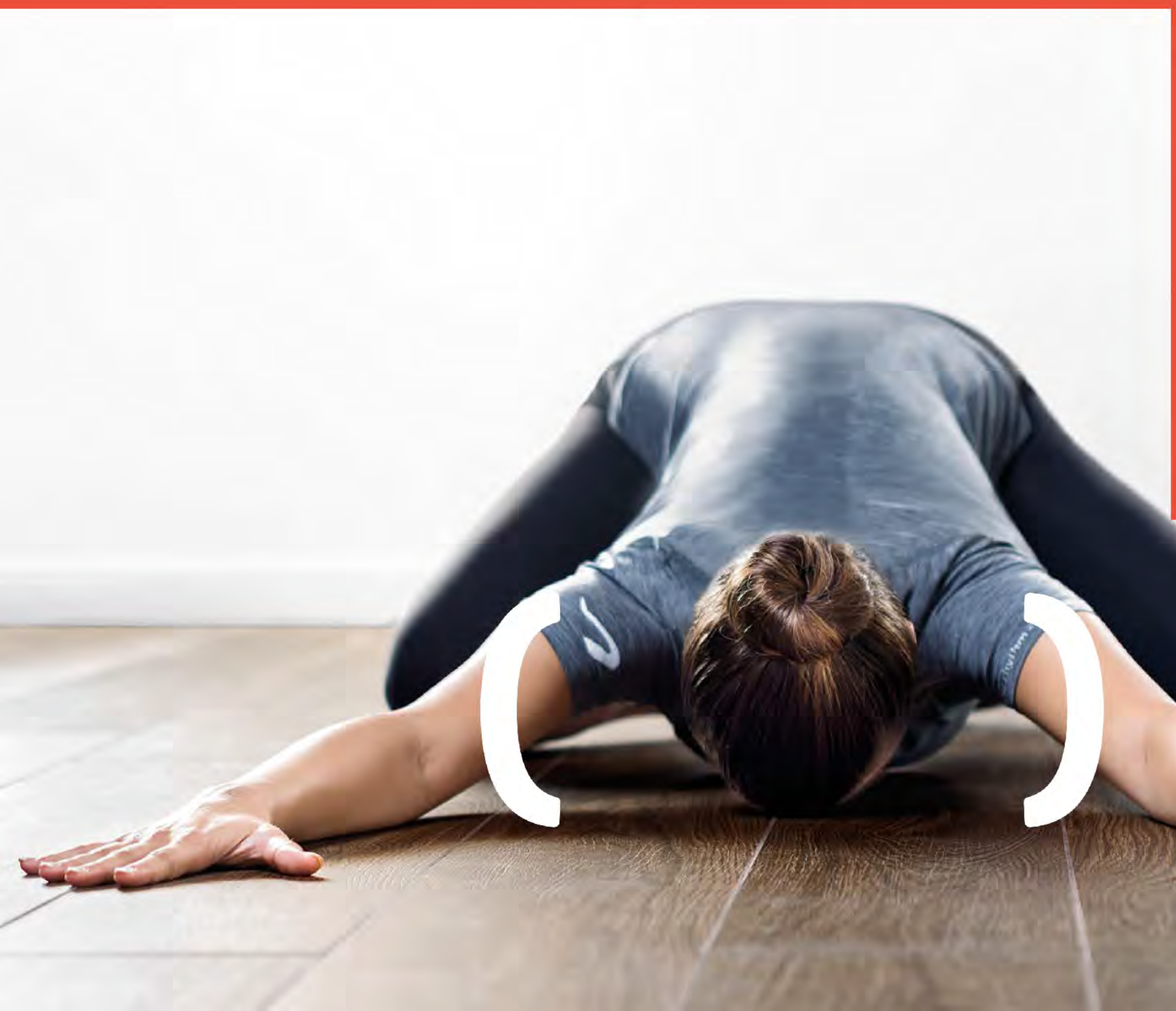
Microban®, which has been operating for over 25 years, has managed to establish itself as a world leader through painstaking research and constant innovation. The company's areas of operation have been extended into all sectors which need antimicrobial solutions, like bathroom and kitchen accessories, sinks and toilets. But that's not all: even in the commercial sector, wherever there is a proliferation of micro-organisms and mould, Microban® is able to intervene effectively, helping to create a healthy environment and to protect the products in question from bacteria, damage and bad odours. There are numerous types of objects and materials that can rely on this technology: changing tables, food boxes, elevators, mattresses, professional cleaning equipment and much more.

Globally, Microban® has partnered up with many brands such as: Whirlpool, Bata shoes, as well as Rubbermaid, Johnson & Johnson, 3M, Gap, Fila and Columbia, all companies focused on innovation and consumer protection. And of course, Panariagroup.

IS USED BY

FILA Columbia Bata 3M Whirlpool Rubbermaid®

Tefal Johnson&Johnson General Electric



ANGELA

FREE TO MOVE.

Angela loves to work out. After a long day at the office, carrying out her duties, confined to her desk, she can't wait to let her hair down at the gym. Here she can finally devote herself to her favourite activities, because only when you exercise do you truly feel free to focus on what matters: your well-being. And PROTECT® antimicrobial surfaces are the best personal trainers anyone could want.

FAQ

1. What is silver-based antimicrobial technology?
PROTECT® products are made with Microban®, an active antimicrobial 'ingredient' that can be added to a wide range of consumer, industrial and medical products to prevent the growth of bacteria on the surface of the item. As it is integrated at the point of manufacture it offers a long-term solution to the prevention of bacterial growth, reducing the risk of cross-contamination. The technology developed by Microban® and Panariagroup on PROTECT® porcelain stoneware tiles and slabs is silver-based.

2. Is the silver shield antimicrobial technology for PROTECT® line products always active?
Yes - The silver antimicrobial technology developed for porcelain stoneware and laminated porcelain stoneware products from the PROTECT® line, offers antimicrobial protection constantly, day and night, 24 hours a day, with and without sunlight and, unlike other technologies, does not need UV light to be effective.

3. Can the antimicrobial technology be applied to tiles of any colour?
Yes - Microban® silver antimicrobial technology does not alter or whiten the original colour of the ceramic surface (unlike other technologies), and can therefore be applied onto any coloured tiles and slabs, even the darker ones.

4. Which micro-organisms is this protection effective against?
The Microban® antimicrobial additive developed for PROTECT® products is effective against a range of gram positive and gram negative bacteria such as Escherichia coli, Staphylococcus aureus and Klebsiella pneumoniae.

5. Is the action of Microban® antimicrobial technology permanent on PROTECT® tile surfaces?
Yes - The Microban® protection developed for Panariagroup is not an organic based treatment applied to finished products (such as in the case of waxes or resins), but is permanently integrated into the tile during the industrial firing process. Therefore, it can't be washed away or consumed.

6. Does this protection begin working immediately?
Yes - The integrated protection in PROTECT® line products is always active. As soon as bacteria and germs come into contact with the surface, the protection developed with Microban® immediately begins to prevent them from growing and interrupts the reproductive cycle. Since they are unable to grow or reproduce - the tile surface stays cleaner for longer.

7. Does this protection wear off over time?
No - Microban® active ingredients are incorporated into PROTECT® line of products during the manufacturing process. Evenly distributed throughout the surface this technology actively protects the entire surface area throughout the entire lifecycle of the product.

8. What is the main advantage provided by the antimicrobial protection in PROTECT® products?
This technology, together with regular cleaning operations, contributes to improved hygiene levels and reduces the risk of cross-contamination, and guarantees an additional level of protection in any environment. This protection provides a continuous action against the growth of bacteria that cause biofilms, bad odours and cross contamination.

9. Is this protection safe?
Yes - Microban® antimicrobial technology used in PROTECT® line products has a long history of safe use. In addition, this technology is used in various industrial and consumer healthcare products, such as detergents, water filters, stationery and much more. The active Microban® antimicrobial protection used in PROTECT® tile surfaces is notified in Europe in accordance with the Biocidal Products Regulation (BPR) No. 528/2012 and has undergone extensive independent laboratory testing.

10. Are ceramic surfaces naturally resistant to bacteria?
No - Even though many ceramic tiles have a non-porous surface, which provides an important benefit in keeping bacteria from penetrating, bacteria can still multiply and grow on the surface.
As Microban® antimicrobial technology is integrated into PROTECT® products, it prevents the growth of bacteria on the tile surface, where it is most needed.

11. Do PROTECT® products need to be cleaned?
Yes - The antimicrobial protection is not a substitute for a thorough cleaning routine. This silver-based technology provides an added level of hygiene protection that helps fight the growth of harmful bacteria and prevent cross-contamination.

12. Is it necessary to follow particular precautions when installing products from the PROTECT® line?
No – These products are installed in the same manner as normal tiles, following the procedures in force in various countries and described in Panariagroup installation guidelines and Technical Manuals.

13. Is it easy to clean PROTECT® line products?
Yes, cleaning PROTECT® line items is easy, as indicated in the general catalogue. As the action of the active agents of Microban® happens on the surface of the tile, it is important not to use any cleaning products that create a film that would block the contact between the tile and the bacteria. During cleaning and care activities, do not use detergents containing wax or that create films on the surface and do not apply resin, wax, protective substances, etc.

14. How does this protection differ from that of disinfectants?
Detergents and disinfectants are an immediate but short term solution. They offer a very limited residual activity after the drying of the treated surface. Bacteria can then very quickly start to grow and reproduce. On the other hand Microban® antimicrobial additives, integrated in PROTECT® products, guarantee long lasting protection, continuously working to prevent the growth of bacteria everyday and throughout the entire lifecycle of the product.

15. Can antimicrobial tiles contribute to generate resistant strains of bacteria?
Dangers from resistant strains of bacteria are primarily related to antibiotic resistance in which bacteria no longer respond to a specific antibiotic. The Microban® antimicrobial additives designed for the ceramic tiles and slabs of the PROTECT® line are not antibiotic. They have multiple targets and modes of action on the bacteria (unlike the majority of antibiotics which are target specific). This reduces the risk of potential resistant strain development.

For further information and to download the attachments related to the PROTECT® line, visit the website protect.panariagroup.it

GLOSSARY

Bacterium
Single-celled microscopic organisms that lack nuclei and other organized cell structures. "Bacteria" is the plural form of "bacterium." While several bacterial species are pathogenic (capable of causing disease), many are non-infectious.

Microorganism
An individual form of life that is capable of growing, metabolising nutrients, and reproducing. Organisms can be unicellular or multicellular. They are scientifically divided into five different groups that include prokaryotes, protists, fungi, plants, and animals. A microorganism is an organism of microscopic or sub-microscopic size, such as a bacterium.

Cross contamination
Transmission of microorganisms from contaminated materials, surfaces, articles or humans to non-contaminated materials, surfaces etc.

DNA
Deoxyreibonucleic acid. A nucleic acid that carries the genetic information in the cell and is capable of self-replication.

Ag Ion (silver ion)
A silver ion is a silver atom which has lost one electron and therefore carries a positive charge.

Active substance as defined by the Biocidal Products Regulation
A substance or microorganism including a virus or a fungus having a general or specific action on or against harmful organisms.

Biocidal Product
Active substances and preparations containing one or more active substances, put up in the form in which they are supplied to the user, intended to destroy, deter, render harmless, prevent the action of, or otherwise exert a controlling effect on any harmful organism by chemical or biological means.

Biocide
This is an active substance or biocidal product as defined by the Biocidal Products Regulation.

Biofilm
Communities of microorganisms attached to a surface. Microorganisms undergo profound changes during their transition from planktonic (free-swimming) organisms to cells that are part of a complex, surface-attached community.

Gram-positive bacteria
These are able to be stained with a special violet/ blue stain and therefore show up under the microscope.

Gram-negative bacteria
These bacteria do not retain the violet / blue stain and need to be stained with a special counterstain, which gives them a pink / red colouration under the microscope.

Escherichia coli
E. coli are a consistent inhabitant of the human intestinal tract. Pathogenic strains of E. coli can be responsible for urinary tract infections, intestinal diseases such as gastroenteritis and neonatal meningitis. E. coli serve as an indicator of faecal contamination of water and can also be found outside the body in contaminated water environments.

Staphylococcus aureus
S. aureus are Gram-positive spherical bacteria which occur in microscopic irregular clusters resembling grapes. S. aureus mainly colonises human nasal passages but can also be found on the skin, mucous membranes such as in the oral cavity and the gastrointestinal tract. They can also be found in soil. S. aureus can cause surgical infection and skin infections. They can also cause skin lesions such as boils and styes and more serious infections such as pneumonia and urinary tract infections.

Klebsiella pneumoniae
K. pneumoniae are Gram-negative rod shaped bacteria. They belong to the normal intestinal flora of man. Most frequent K. pneumoniae infections include lower respiratory tract and catheter-associated urinary tract infections.

ROCKSON

HARD SURFACE SOLUTIONS

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