Protection and promotion with our range of AntiBug® products

Consider how quickly germs spread in a busy workplace; our new, patent protected, fully certified AntiBug® products keep germs at bay. The unique treatment is available on a variety of popular and effective promotional items enabling key messages to be promoted whilst providing protection against germs.

The specialist surface starts to fight germs as soon as they come into contact with the product and have been clinically proven to kill 99.99% of harmful bacteria within a 24 hour period. What's more, AntiBug® products can withstand repeated cleaning cycles whilst maintaining antibacterial effectiveness. The controlled release of the active ingredient provides maximum long term activity.

The AntiBug® protection is available on a range of our bestselling promotional products, these include a selection of mouse mats, pantone matched ColourCoat mugs and bottles, and our entire range of screen printed ceramic mugs, coasters and counter mats.

AntiBug® products are ideal for;

- Infection control initiatives
- Domestic Cleaning Brands
- Clean rooms / manufacturing facilities
- Doctors surgeries
- Hospitals
- Food preparation, catering and kitchen environments
- Nursing homes, prisons and residential centres
- Hotels & holiday villages
- Call centres and busy office environments

AntiBug® products have been successfully tested against over 50 common organisms such as;

- MRSA
- E.coli
- Salmonella
- Listeria
- Pseudomonas
- Aspergillus Niger

Keep your brand alive whilst protecting your target audience by choosing an AntiBug® product. For more information, visit www.businessgiftlist.com or call your usual sales contact.

AntiBug®
Silver Antimicrobial Clinical Study

A pilot study, undertaken at a large NHS Trust examined the bacterial contamination found upon products in a clinical setting containing silver additives.

The study compared two clinical settings one with no antimicrobial in place and the other using silver additives treated products. Products exhibited a 95.8% reduction in bacterial contamination. The outcome is a reduction in the risk of bacterial load, therefore reducing the risk of contamination.

Compared to a ward with no antimicrobial products in place, the ward containing silver treated products exhibited an overall effect of reducing bacteria levels by 95.8% in the environment, thus greatly reducing the risk of cross contamination.

The untreated ward contained all standard items normally seen in a ward; the silver protected ward contained the same items but with the silver technology applied either to the coating on the surfaces or directly into the substrate itself.

The additives can be found in a wide range of hospital and care home products including bed frames, curtains, hand soap dispensers, hand sanitizer dispensers, sinks, taps and medical case note holders.

These products incorporate silver-based technologies which, when challenged by the presence of bacteria on a surface, release silver ions which inhibit the cell's ability to reproduce.

The silver ions enter the cell through its outer layer, block the enzymes thus preventing cell from generating energy, and disrupt its DNA thereby removing the cell's ability to split and create a duplicate of itself.

A clinical swab of surfaces within the silver treated clinical area revealed a reduction of 92.6% in bacterial load. The evidence demonstrates the effect of silver ions in the reduction of bacterial load in clinical settings. A clean environment benefits both patients and staff in areas where good hygiene levels are crucial for Clean Safe Care.

Source – JIP Reduction of bacterial contamination in a healthcare environment by silver antimicrobial technology – September 2006.

AntiBug®
Frequently Asked Questions

Why Silver?

Silver is a metallic element, atomic number 47 and chemical symbol Ag. Silver ion technology is a proven antimicrobial against a wide range of organisms.

How does it work?

Antimicrobials are added to a product at the time of manufacture. These silver ions then concentrate on the surface of the product and are available to act against any contaminating bacteria. The silver ions bind with the bacteria and damage their cells in a number of ways, disrupting their normal function, stopping them from reproducing and causing them to die.

Is it safe?

Yes - silver technology has a low toxicity and is used in a wide range of applications such as implantable devices and skin creams. The antimicrobials are also microns in size, many thousands of times bigger than nano particles.

How long does it last?

The AntiBug® Coating will last for the normal life of the product under correct use.

Does it replace cleaning?

The additive is complementary to cleaning practices. The technology continues to work 24 hours a day in between the normal cleaning schedules thus reducing growth of the microbes preventing them from reaching potential dangerous levels.

Is the look and feel of the product affected by the AntiBug® Coating?

There will be no change to the characteristics of the product other than achieving antimicrobial efficacy.

Can bacteria become resistant to silver ion technology?

Due to the several modes of action silver utilizes, it is highly unlikely bacteria will become resistant to the AntiBug® coating.

Does it leach?

No, silver ions do not leach but remain active on the surface of the product.

Is it regulated?

Yes - in the UK and EU by the Biocidal Products Directive (BPD) and in the US by the EPA.

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AntiBug®
Toxicological Data

Health & Environmental Considerations

Toxicology

Acute oral LD50 Rat	5000mg/kg	
Irritancy	Skin Irritation:	Negative
	Eye Irritant:	Mild/moderate as a powder
Sensitisation	Non-sensitising to healthy human skin	
Mutagenicity	Non mutagenic	
Carcinogenicity	No evidence	
Teratogenicity	No evidence	
Phototoxicity	No evidence	

Regulatory Information

Animal Testing

The AntiBug® Coating has not been tested on animals. The novel active component has had toxicological testing carried out but only in connection with its use as a pharmaceutical active agent.

Personal Care

USA INCI name	Approved June 1994
UK PNA	Approved April 1995
EC – Annex VI Full	Approved June 1996
Australia	Approved June 1996
Canada	Approved June 1996
Bulgaria	Approved January 1996
Czech Republic	Approved March 1996
Switzerland	Approved July 1996
Poland	Approved August 1996

EU Cosmetics Products Directive Approved preservative listed in Annex VI directive 76/768/EC

Food Contact Uses

EC Listed Synoptic document no 7 Reference RN 86430

BgW (BfR) Chapter 14 Approved (Also complies with Chapter 36)

FDA Federal Register Title 21 Food & Drugs Chapter 1

Part 175.105	–	Adhesives
Part 175.300	–	Resinous and polymeric coatings
Part 175.320	–	Resinous and polymeric coatings for polyolefin films
Part 176.170	–	Materials in contact with aqueous and fatty food
Part 176.180	–	Materials in contact with dry foods
Part 177.2600	–	Rubber articles intended for repeated use

Industrial

EC EN71 Toy applications (Parts 3 & %) Approved

ASTM D4236 Artist materials Approved

Medical Devices Regulations 2002 Suitable for use in Class 1 medical devises

Water Regulations Advisory Service (WRAS) Suitable for use in products which come into contact with potable water (BS6920)

Industrial Biocide/Antimicrobal

EU Biocidal Products Directive (BPD) Listed in the second review regulation (EC2032/2003) as an existing active substance

Germany Blue Angel Listed in RAL-UZ 102 for use in low emission wall paints

US EPA/FIFRA Registration application in progress, EPA File ref. 49403-R

The Department of Health Rapid Review Panel has given a Class 3 accreditation to the AntiBug® Coating