

# ægis

MICROBE SHIELD®

**Making a cleaner and safer for  
environment employees and customers.**

**The best Defense starts with a strong Offence...**

micro•be defence

PROTECT 

# Content of slides

- Introduction of AEGIS® Microbe Shield
  - Technology
  - Applications
- Value proposition – and what it means for workplaces



# Our Objective

Demonstrate how AEGIS can:

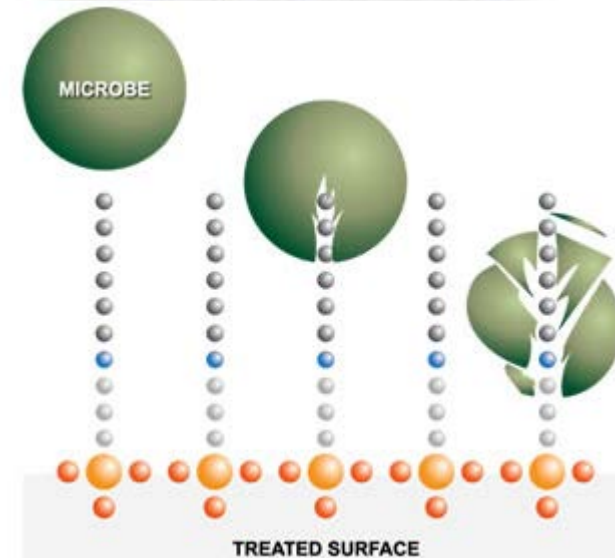
- Stop bacteria from surviving on surfaces preventing person to surface to person transmission.
- Improve customer satisfaction through surface modification that protects all surfaces from germs.
- Protect employees and customers by protecting surfaces from harmful microorganisms and related odours
- Provide a durable cost effective solution - Application lasts **one to three years** on hard and soft surfaces
- This means customers will not transfer or pick up germs from treated surfaces.

# Proven technology

- AEGIS is the most recognized brand of durable antimicrobial in the world
- Used in universities, hospitals, emergency services, professional sports teams across Canada and the US
- OEM
  - NIKE, Reebok, Crocs, Sorel, US MILITARY, Burton
- Recent applications:
  - Ronald McDonald House, Vancouver
  - Windsor Regional Cancer Centre
  - Toronto Argonauts
  - St Michaels Hospital, Toronto
  - Ontario Firehalls – decontamination protocol

# How it works

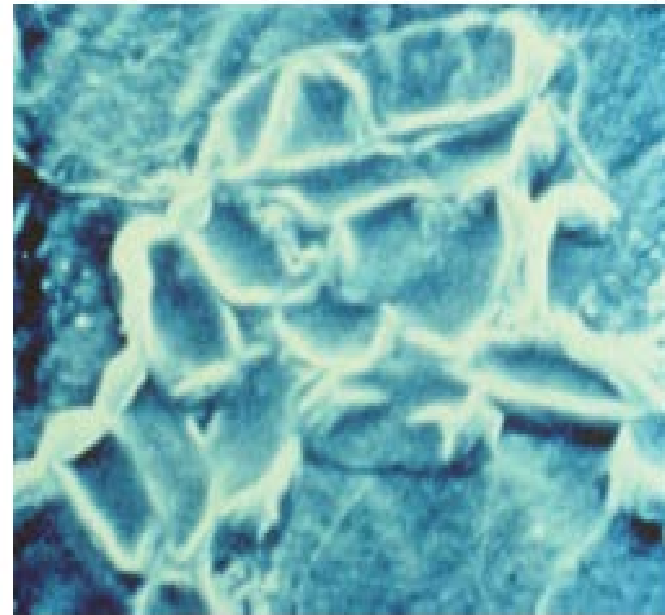
- Globally registered the AEGIS Microbe Shield is the most commonly used antimicrobial in the world. From socks to medical equipment, the AEGIS Microbe Shield has been used in a wide range of industries and on a broad and diverse set of materials. In each application the general concept is the same: **provide long lasting antimicrobial efficacy.**
- The AEGIS Microbe Shield is the only Health Canada registered bonding antimicrobial surface treatment approved for commercial applications.
- It can kill up to 99 % of germs on contact with its unique mode of action and remains on guard to control and prevent the growth of harmful microorganisms between traditional cleaning and disinfection practices.



# The Result – Destroyed Microorganisms



Normal *E. coli* cells on untreated surface.



*E. coli* cells ruptured after contact with treated surface.

# Germs in the Workplace

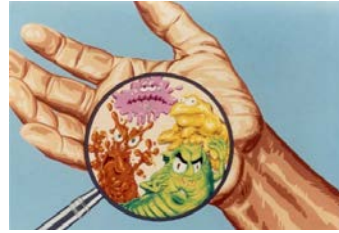
Offices have high person to person interaction and traffic. Customers and employees introduce new germs and bacteria with every visit. The surfaces they touch are contaminated by germs and bacteria left for the next customer or employee.



# Germs in the Workplace



Sneezes in hand



Hand covered in germs



Spread to doorknob



Person to Person



Person to object contamination



Person to object contamination



Person to object contamination



Person to Person



# Public and Employee Health Implications

- Using the tool that public health uses to assess risk we can draw our own conclusions.
- **Altemeier and Culbertson equation** to assess public health risk:

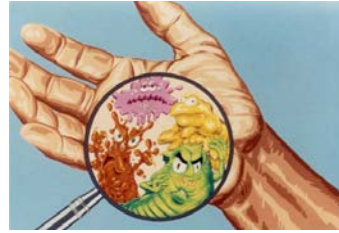
$$\frac{\text{Pathogen virulence} \times \text{Population susceptibility to Pathogen}}{\text{number of Pathogens}}$$

- AEGIS protects surfaces from microbes, effectively reducing the **number of pathogens**. By reducing the denominator the public health risk is reduced.

# Germs in the Workplace



Sneezes in hand



Hand covered in germs



Spread to doorknob



Person to Person



Person to object contamination



Person to object contamination



Person to object contamination



Person to Person

# High Contamination Surfaces

## Common Areas

- Hand rails
- Counters
- Door knobs
- ATMs
- Chairs

## Top Employee areas

1. The kitchen's sink faucet handles
2. The microwave door
3. Keyboards
4. The refrigerator door
5. Water fountain buttons
6. Vending machine buttons.

# ATM machines as dirty as public bathrooms sez study; bank machines, lavatories have similar bacteria

BY LINDSAY GOLDWERT / DAILY NEWS STAFF WRITER / Tuesday, January 11, 2011, 3:03 PM

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## Solution: You can offer A New level of surface protection with AEGIS

- can say that work areas are treated with AEGIS has all surfaces protected from harmful bacteria reducing the risk of transmission.
- can promote they are doing everything they can to not only keep surfaces clean, but protected with a microbe shield.
- These messages can be incorporated into promotional programs and press releases.

# Reducing Odours

- Odours are often related to bacteria and mould
- Protecting surfaces with AEGIS reduces those odours and makes cleaning easier
- All bathroom surfaces can be treated with AEGIS



# Asset Protection: Extending Fabric Life

- Fabric degrades as a result of mould and bacteria colonization.
- AEGIS protects the fabric fibers (hydrophobic and oliophobic – resists water and oil based stains) making cleaning easier and extends life of the fabric.
- Makes cleaning easier and reduces harsh chemical use (aligned with green initiatives) resulting in savings in product and time



# AEGIS – Safety and Environment

- Applied by trained and certified applicators
- Registered by Health Canada for all hard and soft surfaces (PMRA PCP # 15133)
- Green technology US EPA #64881-2
- Fire rated
- Non-leaching
- Reduces need for harsh chemical cleaners
- Used in Canadian hospitals (ICU, isolation rooms, HVAC, EMERG, public areas)
- Used by Ontario Fire Halls as part of their decontamination protocol
- Used in hotels to create a hypo-allergenic environment



# Effectiveness – Relevant Applications in Canada

- Toronto Transit Commission
- Ronald McDonald House Vancouver
- Montreal Alouettes, Toronto Argonauts– protecting training areas and equipment (for example from *Staphylococcus* infections)
- Used as part of the infection control program in Hospitals – St. Michaels, Windsor Memorial, Windsor Cancer Centre, Royal Victoria, William Osler and more for public areas (waiting rooms and lobbies) as well as isolation rooms, ICU, emergency, patients rooms and ventilation systems.
- Medical offices (doctors, optometrists, chiropractors, physiotherapists, veterinarians etc)
- Emergency services including ambulance, paramedic, fire halls and equipment