

PRESS RELEASE

**CELLULARLINE AND MICROBAN® TEAM UP TO CREATE CASES AND GLASSES PRODUCT LINE FEATURING INTEGRATED ANTIMICROBIAL TECHNOLOGY**

- *The agreement is part of the process of strategic expansion of the Group's product portfolio.*
- *The Cellularline-Microban® line is a new product family featuring high-tech materials with anti-microbial properties.*
- *The partnership involves the conception and development of Microban® branded products for the EMEA market.*

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Reggio Emilia, 22 May 2020 - Cellularline, a European leader in the sector of accessories for smartphones and tablets listed on the STAR Segment of the Italian Electronic Stock Exchange, has signed a partnership agreement with Microban International Ltd., the global leader in antimicrobial solutions for more than 35 years, with the world's largest portfolio of tested and certified antimicrobial technologies.

The current unprecedented global pandemic has reinforced the importance of maintaining cleaner products and surfaces. This includes frequently used devices such as smartphones, which are among those that come into contact with a person's hands and face multiple times a day.

Always present but seldom cleaned, it's not surprising that smartphones are commonly cited as bacterial hotspots. That's why Cellularline has joined forces with Microban International to create a range of cases and screen protectors featuring a durable, effective and high-performing antimicrobial technology.

Integrated during the manufacturing process, Microban® becomes an intrinsic feature of the smartphone accessories. It works by disrupting the vital life processes and biological functions of contaminating bacteria, meaning they cannot grow or reproduce and subsequently die. Laboratory data has shown that Microban® actively reduces up to 99.9% of bacteria on a treated surface, helping products to stay hygienically cleaner.

Microban® technology has undergone rigorous testing by independent laboratories and has a long history and safe use. It is notified with the Biocidal Products Regulation (BPR) in the Europe and approved by many other global regulatory bodies for its intended applications.

Through this partnership, Cellularline confirms its focus on the people who use its products, meeting the new needs for heightened safety and increased hygiene requirements that have emerged during this particular moment in history.

This initiative – an integral part of the Group's strategies – confirms both Cellularline's desire for further diversification of its range through product innovation and technical development acumen in pursuit of clear market opportunities.

**Christian Aleotti**, Cellularline's **Co-CEO**, commented: *“The pandemic we are currently experiencing has taught us the importance of prevention and the need to sanitise the items that we touch with our hands most frequently and repeatedly. To help protect us all better, there is a need to design products featuring advanced technologies to make item surfaces safer. We have sought to do our part through this partnership, and we are certain that we will be able to go far beyond this initial line of products and pave the way to large-scale adoption of high-tech materials.”*

**Giorgio Rimini**, **Managing Director** for Microban Europe, commented: *“Studies have shown that smartphones can be among the most contaminated everyday objects on average. They’re often forgotten about when it comes to cleaning, so bacteria quickly proliferate on the surface. Offering smartphone accessories that are protected from the growth of these invisible enemies is an important innovation and one that can help support regular cleaning in-between uses. Microban® is honoured to be partnering with Cellularline, a leader in the mobile phone accessories sector, in this endeavour. Not only does their latest product range address a genuine problem, but it also provides much-needed peace of mind for consumers”.*

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*Founded in Reggio Emilia in 1990, Cellularline S.p.A. has a brand portfolio comprising **Cellularline**, **PLOOS**, **AQL**, **MusicSound** and **Interphone** and is the leading company in the smartphone and tablet accessory sector. The Group is at the technological and creative forefront of the multimedia device accessory industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group currently has 220 employees. Cellularline brand products are sold in over 60 countries.*

*Part of Barr Brands International (BBI), **Microban®** is the global leader in antimicrobial technologies. Its proactive systems keep products cleaner, fresher and more durable by preventing microbial problems before they start. Microban® combines science with creative solutions to enhance high quality consumer, textile, industrial and medical products around the world. Today, the Microban® brand and technologies are featured on thousands of products in more than 30 countries. For more information, please visit [www.microban.com](http://www.microban.com).*

*Microban® is a registered trademark of Microban Products Company.*

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