



NO MORE BACTERIA ON YOUR SMARTPHONE!

CELLULARLINE EXPANDS ITS RANGE OF CASES WITH MICROBAN® TECHNOLOGY

Antibacterial protection is now included in the Sensation, Tetra Force Strong Twist, Book Agenda and the new Sensation Plus cases

Never before were we aware of how important the hygiene of our hands and the products around us is than now. If we are talking about an object such as a **smartphone**, which we come into contact with on a daily basis, it is clear that attention to cleanliness is a must. Yet many people neglect this aspect, so much that a research conducted in 2012 by the University of Arizona showed that, on average, a smartphone hosts **10 times more bacteria** than a toilet seat.

For this reason, **Cellularline**, meeting the new extended needs of customers, has decided to expand its range of products that incorporate Microban® antibacterial technology, including it in some of its most popular cases: **SENSATION**, with soft touch silicone finish and microfiber interior, **TETRA FORCE STRONG TWIST**, ultra-protective Versaflex™ material, and the practical **BOOK AGENDA** book cover. All three will be produced in the **new version with antibacterial protection**, which will gradually replace the versions without Microban® technology. And Microban® anti-bacterial protection will also be implemented in some of the new products coming soon, such as the **SENSATION PLUS**, a soft-touch silicone case with a magnetic module certified "Made for MagSafe®", which allows charging and docking with the Apple MagSafe® charger.

The decision to expand the range with Microban® antibacterial technology comes after the success of **ANTIBACTERIAL CASE** and **ANTIBACTERIAL GLASS**, the case and protective glass that last year started the partnership between Cellularline and Microban®.

Integrated during the manufacturing process, **Microban® antibacterial protection** interacts with the vital processes of bacteria, preventing their survival and proliferation. Tests by independent laboratories have shown that this technology actively reduces up to 99.9% of bacteria on treated surfaces, keeping them hygienically safer.

With cases protected by Microban®, **Cellularline** continues its path of innovation and quality, aiming to simplify people's lives with practical, reliable and safe products. And this without sacrificing convenience: despite the added advantage of permanent antibacterial protection, the new **SENSATION**, **TETRA FORCE STRONG TWIST** and **BOOK AGENDA** will in fact maintain the same price as the previous versions.

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Cellularline S.p.A.



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Cellularline S.p.A. is the leading company in the market of accessories for smartphones and tablets. A technological and creative reference point for multimedia device accessories, the Cellularline brand aims to offer users a product with excellent performance, ease of use and unique experience. The company, which employs about 200 people, now boasts intercontinental distribution in over 60 countries.



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