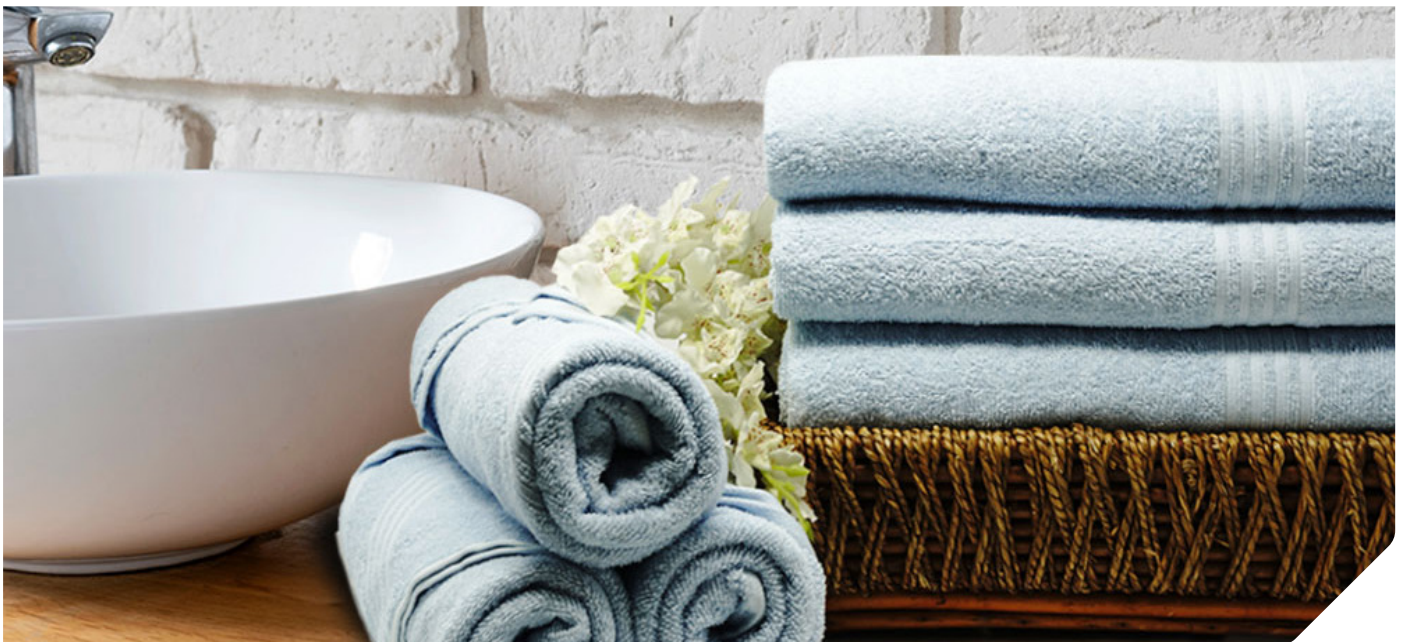




Swiss antimicrobial expertise  
since 1935

# Trident Group and Sanitized®

Trident Group is a leading textile player and global manufacturer of terry towels and bed linen products. Beginning as a solitary yarn manufacturer, Trident has evolved as one of the largest state-of-the-art and integrated home textile manufacturers globally. We interviewed Devendra Kumar, Head of Design, Innovation and Product Execution about Trident's experience with Sanitized® treated terry towels.



## Why does Trident Group use Sanitized® in terry towels?

It's known that the average consumer uses their bath towels several times before laundering. Towels provide the perfect gathering place for odor-causing bacteria, which are typically used in environments that are warm and moist. Even after laundering, odor-causing microbes remain on the surface of the fabric. This buildup of bacteria is what can generate the unpleasant musty odors commonly found in towels.

Our terry towels are unique because of their premium quality and our state-of-the-art production process. Our key reason for using the Sanitized® hygiene function is because of its odor management attribute, premium performance, and long-lasting value for our towels.

## Where are the Trident Group towels treated with the Sanitized® hygiene function available?

At this time, our treated towels are sold in the United States, the United Kingdom, Europe, and India. We will sell our treated towels to other regions as demand permits.



## Why did you choose to work with SANITIZED AG?

SANITIZED AG has an extensive history providing premium antimicrobial solutions for odor control in textiles. SANITIZED AG's unparalleled expertise is recognized by the world market and with leading brands and retailers.

Providing Trident towels treated with Sanitized® will deliver peace of mind and confidence to our customers, and to consumers worldwide.



### Disclaimer

Sanitized® will not protect the user of this article against disease-causing bacteria.