

## Press release

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### **Antimicrobial USB drives make sharing data cleaner**

Microban® International, the global leader in antimicrobial and odor control technologies, is proud to announce an exclusive partnership with leading data storage company, Verbatim™, resulting in high-quality USB drives enhanced with antimicrobial product protection. This key feature keeps USBs cleaner for longer, inhibiting bacterial growth and providing added confidence for customers.

USB drives are often used in school and office environments, being shared and passed around by many people. Even if USBs are disinfected frequently, it is still not enough to safeguard against bacterial growth between cleans. Verbatim has therefore turned to Microban and its large portfolio of antimicrobial technologies for an effective solution to meet the needs of its customers.

Microban antimicrobial technology is fully integrated into the USBs at the point of manufacture, and works by reducing the growth of surface bacteria, disrupting the vital life processes and biological functions that enable proliferation and reproduction of microbes. The built-in technology cannot be washed away, making it more durable throughout its entire lifetime and protecting the USB drive 24/7. Given today's global health climate, Verbatim understands the necessity of this product for customers and will begin manufacturing these exclusive USB drives in the upcoming months.

Matthew Toms, Product Manager of Flash Memory Products at Verbatim, explained: "Microban is the brand leader of antimicrobial products and, considering the portable and exchangeable nature of USB drives, I found this partnership to be a natural fit. Given the choice between an ordinary USB drive and one that is treated with Microban technology, it is a no-brainer to choose the protected product that offers customers that extra peace of mind as they return to schools and offices after the pandemic."

Lance Fox, Senior Director of Business Development, Americas, at Microban International, added: "We are extremely pleased to be partnering with Verbatim to incorporate antimicrobial protection into their

high-quality USB drives, providing end users with an enhanced clean on these highly touched and highly shared devices. Our new partnership with Verbatim answers the call of today's bacteria concerned consumers, and we look forward to exploring more potential applications together moving forward.”

**About Microban International:**

Part of Barr Brands International (BBI), Microban International is home to the most trusted and well-known global brands in the antimicrobial, odor control, and sanitization / disinfection markets – Microban® and Ultra-Fresh®. Our organization has experienced over 100 collective years of growth and has revolutionized the industry. As the global leader, our proactive systems keep products cleaner, and control odors better by preventing problems before they start. Microban International drives innovation by combining science and creative solutions that enhance high-quality consumer, textile, industrial and medical products around the world. Today, the Microban and Ultra-Fresh brands and our technologies are featured on thousands of products worldwide. The company is headquartered in North Carolina with operations in North America, Europe, and Asia Pacific. For more information, please visit [www.microban.com](http://www.microban.com).

**About Verbatim**

For more than 50 years, Verbatim has built a future that seamlessly integrates technology in ways that improve how people everywhere live, work and play. As a pioneer in the development of floppy disks and optical media technology, we continue to lead the industry with an extensive selection of data storage devices, computer peripherals, gaming solutions and LED lighting technology, all renowned for their exceptional quality, performance and reliability. Verbatim is technology you can trust – everyday. For more information, please visit [www.verbatim.com](http://www.verbatim.com).

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