



*Specialists to the Printing
& Packaging Industries*



*RadTech
Presentation*

Presenters

The Future of Anti-Microbial Coating for Printed Products: One-Hit Wonder or Mainstream Commodity?



Steve Burleson, Sales & Market Segment Business Manager
– Label Products



Matt Barlow, Technical Services Specialist



Silver Ion Technology

Silver Ion Technology



Known Technology



Availability



Compatibility



Functionality



Reliability/Performance

Product Applications

Antimicrobial Applications



Food Packaging & Food Service



Beer, Wine & Spirits



Beverage



Pharma & Medical



Health & Beauty



Books, Magazines, Brochures...



Home & Garden

Product Features

Energy-Cured Solutions



Gloss Finish - Commercialized



Satin Finish - Commercialized



Matte Finish - Commercialized



Specialty - Custom



Paper/Label



Paperboard



Synthetic

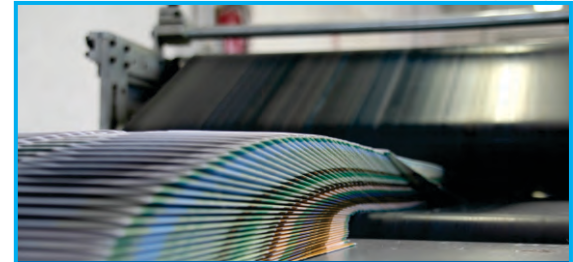
Potential Markets



Commercial



Publication



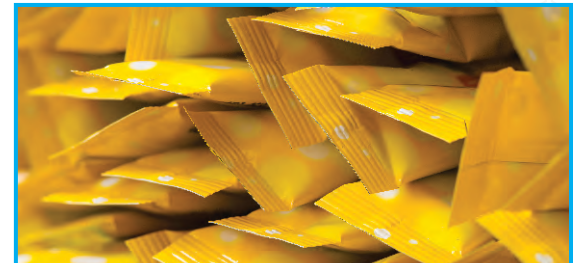
Folding-Carton



Label/Tag



Narrow-Label



Flexible



Digital



Beverage



Corrugated

Market Realization

Expectation vs Actual

- 2020 vs 2021
- Pre-Vaccine Hype
- Post-Vaccine Reality
- 'Field of Dreams', if we build it they will come

Influences on Market Results

- Efficacy Realization - Covid-19
- Over-Statements vs Truths/Facts
- Market Saturation, Who to Trust - 'Snake-Oil'
- Regulatory/Liability - Worth the Risk

Product Efficacy

Functionality - Silver Ion Technology

1. **Contact**; microbe contacts treated surface
2. **Interference**; microbe/cell energy production interrupted
3. **Survival**; microbe/cell reproduction is stopped

Efficacy Claims

- U.S. Environmental Protection Agency(EPA) limitations
- Not legally promoted as preventative measures against COVID-19 or iterations
- Protection limitations; direct protection vs indirect protection
- Language; walking the 'fine line'

Future Outlook

Immediate Potential

- Consumer Demand - Comfort/Confidence
- Covid-19 Variants - Dejavu Driving Consumer Concern/Hysteria
- Brand Owner - Competitive Advantage/Communication

Future Potential

- Short-term Memory - Consumers
- Next Pandemic - Brand Owner Play-book
- Competitive-Edge - Finding the Better Mousetrap
- Other Challenges

Contact Information

Thank You for Your Time!!



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