Breaking News – Paint Proven to Reduce SARS-COV-2, Virus Causing Covid-19

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MICROSAFE ANTIMICROBIAL NOW PROVEN TO REDUCE SARS COV2, THE VIRUS THAT CAUSES COVID-19

Microsafe by Hanford+Green, a highly effective antimicrobial paint proven to significantly reduce the growth of harmful bacteria is now proven to reduce SARS-COV-2 (the virus that causes Covid-19) on painted surfaces.*

"We are thrilled to announce our Microsafe anti-microbial paint is effective inside or out without affecting the quality of the finish.**"

Adam Green – Co-founder of Hanford+Green

- Effective against SARS-COV-2 (the virus that causes Covid-19), bacteria, fungi and moulds, Microsafe by Hanford+Green provides powerful, long-lasting product protection for painted surfaces.
- * In testing to ISO 21702:2019 it is proven to reduce SARS-COV-2 on painted surfaces by >45.05% after 6 hours and >68.38% after 24 hours when compared to a control painted surface.
- It is also proven to reduce MRSA – by 99.98% and E coli by 99.99%.

Hanford+Green, a UK paint company specialising in performance paints for the commercial market, launched their Microsafe Anti-microbial range in 2020. It was known to be effective against harmful bacteria including Hospital Acquired Infections (HAIs), commonly found in healthcare settings and other public spaces. It is now proven to reduce the SARS-COV-2 (the virus that causes Covid-19), on painted surfaces.

Microsafe uses Biomaster's silver-ion technology. Silver is a natural anti-microbial which has been successfully used to inhibit the growth of bacteria for thousands of years. When used on walls and surfaces the silver ions in Microsafe inhibit bacteria from growing, producing energy, or replicating, and as a result they die.

Viruses are the smallest of all the microbes and are unique because they are only alive and able to multiply inside the cells of other living things. However, they can remain active and transmissible on surfaces from between 24 hours and 7 days, depending on the strain of virus. SARS-COV-2 lasts longer on some surfaces than others ***. On some surfaces it is shown to last up to 7 days after contamination.

**Unlike 'air-purifying' paint, which is activated by sun-light and does not work inside without using a UV lamp, Microsafe is effective regardless of where it is used. What's more photo-activated anti-microbial paint coatings degrade over time, as the binder agent used gets destroyed by the reactions produced. This is not the case with Microsafe which retains its outstanding durability whilst protecting surfaces.

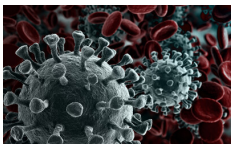
At a time when the spread of Coronavirus and bacteria became a grave concern, Hanford+Green, set out to develop a product that could help protect surfaces in homes, workspaces, schools, hospitals and meeting places.

Adam Green, Co-Founder of Hanford+Green, said:

"We set up the business in 2018 to offer industry beating, performance paints exclusively to trade. We wanted to give people a paint that really made a positive practical difference to their lives and businesses. So, we set out to develop a range of paints that stood up to the rigours of commercial spaces and modern living without using solvents or oils that cause fumes and take an age to dry.

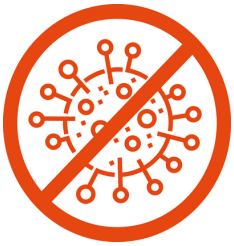
"When Covid-19 hit the logical next step for us was to see how we could continue this mission, of delivering practical solutions and develop a product that could help reduce virus on the painted surface. Providing our customers with a paint solution to help make their homes and spaces more hygienic is our contribution towards this goal at a time when it's needed most."

Media:









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Microsafe is available in all four Hanford+Green high-performance paint finishes: Matt, Low Sheen, Satin and Gloss. All are 100% water-based and out-perform many other commercially available products for durability, coverage and drying time whilst being odourless and one of the most environmentally friendly paint ranges you can buy. Because Hanford+Green's paint can be re-coated in under 60 minutes it means rooms can be decorated and occupied the same day. What's more you need a third less paint than most competitor brands, so you save money. All in all, a really positive practical paint solution.

Microsafe is now available to order from hanfordandgreen.com, in any colour and/or finish. Prices on enquiry.

End

Notes to editors

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  https://www.healthline.com/health/how-long-does-coronavirus-last-on-surfaces#different-surfaces
- Images to accompany this story are available and free for use
- To find out more about Hanford+Green and Microsafe Anti-microbial range, please visit:
  https://hanfordandgreen.com/microsafe-against-sars-cov-2
- If Tweeting this story the Hanford+Green social handle @hanfordandgreen and they can be found on Twitter https://twitter.com/HanfordandGreen
  and on LinkedIn https://www.linkedin.com/company/hanfordandgreen/
- Use the hashtag **#PaintagainstSARSCOV2**

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About Hanford+Green

Hanford+Green is a new paint brand set up in 2018 to challenge the current industry norm. Made in Bicester, Oxfordshire, Hanford+Green's products offer superior quality, high performance decorative paints at commercial prices.

- **Incredible durability -** Means you will need to decorate less often
- **Phenomenal opacity and coverage -** Fewer coats, greater coverage, therefore you need a third less paint
- **Exceptional re-coat times -** Under 1 hour, means you can improve project turnarounds
- **Virtually zero odour -** Eliminating paint fumes
- **100% water-based -** Easy handling and improved fade resistance compared to oil paints
- **Outstanding versatility -** Self priming, no undercoat required on painted surfaces, wood and plaster.
- **Any colour -** You can match any colour you need in any finish

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Additional Assets:
Hanford+Green product video

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