

# Dulux launches anti-bacterial paint

Sterishield is a new water-based hygienic paint, which actively inhibits bacteria, making it ideal for hospitals, clinics, care homes, kitchens and food preparation areas. Released by Dulux Trade, part of the global AkzoNobel group, the new product's effectiveness lies in its active silver-based bactericide, combined with the durable and washable nature of the paint film.

It has been proven effective against methicillin resistant staphylococcus aureus (MRSA), e-coli and pseudomonas aeruginosa and is non-hazardous.

Available in diamond matt and eggshell finishes, it actively inhibits bacteria within 12 hours of contamination, withstands repeated cleaning cycles and maintains anti-bacterial effectiveness. Ideal for high use areas that require regular cleaning, it even increases its activity against bacteria, when washed or scrubbed.

The product is the result of an intensive and rigorous research and testing programme, which has proven the product's ability. All tests were carried out by an independent laboratory using a novel procedure based on the Japanese Industrial Standard Test for Anti-microbial Activity & Efficacy (JIS Z 2801: 2000). The novelty lies in the development of a "real life" test procedure to assess how long bacteria can survive on a paint film surface under ambient temperature and humidity conditions (20 degrees centigrade and 65% relative humidity) for 24 hours.

"We see this as a major breakthrough in antibacterial paint coatings that will promote a much more hygienic environment in many buildings throughout South Africa," explains Mayan Desai, trade marketing manager for Dulux South Africa.

Sterishield Diamond Matt has all the benefits of the brand's Diamond Technology and is durable, stain resistant and ten times tougher than vinyl silks. As a water-based paint, it is straightforward to use and is applied and disposed of in the same way as any standard emulsion paint.

When it comes to spreading rates, it performs admirably, enabling users to save money on any project and increase hygiene standards.