ABOUT THE WINNERS

In a world plagued by infectious diseases such as SARS and Avian flu, public demand for effective sanitation and cleaning solutions is escalating. Pandemic outbreaks are an increasing risk to every society from the Siberian Peninsula to the Côte d'Ivoire. Infectious diseases are no longer contained by national borders. Global travel and international commerce allow for the transfer and spread of potentially deadly disease.

Medical professionals are increasingly focused on fighting disease and illness with a global approach that relies on prevention first - creating the demand for products that interrupt the spread of potentially harmful pathogens before infection occurs. As a result there has been an exponential increase in the use of antimicrobials, many of which are toxic.

Virox Technologies Inc. of Oakville, Ontario, and JohnsonDiversey Inc. of Racine, Wisconsin, formed a partnership in the ongoing fight against infectious disease and together have proven that a disinfectant need not be toxic to be effective. Together, they have proven that disinfectants that are safer for users and the environment will prevail in the ongoing fight against pandemic outbreaks.

Virox Technologies developed accelerated hydrogen peroxide (AHP), a very effective germicide and cleaner. It is the most significant advancement in disinfection technology in the last 35 years. AHP uses a chemistry completely different from what is used in common disinfectants. AHP is safer for people and the environment. It is also the only hydrogen peroxide technology to receive approval as a disinfectant from the United States Environmental Protection Agency. JohnsonDiversey, a global leader in cleaning and hygiene solutions, has the global reach, market penetration and regulatory-compliance infrastructure to introduce AHP around the world. The company also has the only closed-system dispensing technology that makes proper dilution right from the bottle of AHP concentrate easy.

Together, JohnsonDiversey and Virox Technologies are working to engineer revolutionary disinfectants for the war against the spread of infectious disease – an approach validated and endorsed by the scientific community and adopted by market leaders in a broad range of industries.

VIROX™ TECHNOLOGIES INC.

JohnsonDiversey
Clean is just the beginning