

YORK
Defender[®]
Premier Antimicrobial
Protection



WALLCOVERINGS AS STRONG AS THEY ARE BEAUTIFUL
24/7 CLEAN PROTECTION

SAFER ENVIRONMENTS • CLEANER SURFACES • PEACE OF MIND



SAFER ENVIRONMENTS

- Hospitals
- Restaurants
- Hotels
- Hospitality
- Boutiques
- Schools
- Casinos
- Corporate Buildings
- Assisted Living Facilities
- Daycare Facilities





unprotected surface

protected by York Defender® Antimicrobial

LAB TESTED

York Defender® has been successfully tested against microbes and germs with results upwards of **99% effectiveness** in reduction of product surface concentrations over a **24-hour period**, offering continual protection for ongoing peace of mind.



Accredited Testing Provided by:



[SEE TEST RESULTS](#)



HOW IT WORKS

- This product contains EPA-registered proprietary antimicrobial additives which are protected during the manufacturing process
- The antimicrobial additives enable the product to be resistant to odor and stain causing bacteria, fungus, mold and mildew





WHY IT'S DIFFERENT

- Supported by both Antiviral AND Antimicrobial tests
- Does not need scrubbing or reapplication to maintain Antimicrobial protection
- Long Term Antimicrobial solution
- Continual protection for peace of mind





WHAT WE CAN & CAN'T SAY

When it comes to technical details, we are limited on what we are allowed to say when promoting this exceptional new antimicrobial coating. Public Health Claims are not permitted in the promotion of dry coatings.



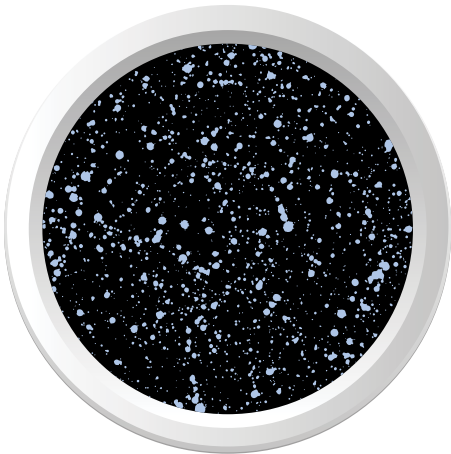
INSTEAD OF...	SAY...
Kills COVID 19	<ol style="list-style-type: none"> 1. View our anti-viral Test Report to see the compelling results of how York Defender performs with a 24 hour exposure test 2. Active ingredient is certified by the EPA measured to reduce human coronavirus on dry surfaces
Built in Infection Control	<ol style="list-style-type: none"> 1. Active ingredient is certified by the EPA measured to reduce viruses on dry surfaces. 2. These additives are intended to protect the product to be resistant to odor and stain causing bacteria, fungus, mold and mildew.
Sanitized	<ol style="list-style-type: none"> 1. The wall stays clean longer without wiping with disinfectants. 2. 24/7 protection. 3. Protects surface in between routine cleaning for continual protection

*This information intended for training purposes only.

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DOWNLOAD LOGO



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Campaign: Let's Get Back to Living

This campaign is about telling the story through images that reflect "getting back to life" as we used to know it. All images depict the types of activities that would benefit from having York Defender on the walls.

The main campaign is called "Let's Get Back to Living". This can be the evergreen piece that is further supported with mini campaign themes built around different verticals. Perfect for social, email and more- these sub campaign images drive the message that York Defender allows us to get back to the many aspects of life that require safer, cleaner commercial spaces.

Sub-Campaign Themes:

1. Let's Get Back to.....Dining Out
2. Let's Get Back to..... Wellness
3. Let's Get Back to..... Travel
4. Let's Get Back to..... Work



Let's get back to *Living*



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Let's get back to *Work*

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UserName

Let's get back to *Wellness*

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Let's get back to *Dining Out*

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Let's get back to *Travel*

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DOWNLOAD SUB-CAMPAIGN THEMES