

Biomaster



Antibacterial 'Bag for Life'

Reusable grocery bags are good for the war against plastic, but they are also a breeding ground for harmful microbes. In these exceptional hygiene-critical times, we have the value-adding solution.



The consequences of reusable grocery bags

One of the most common causes of food poisoning is the cross-contamination of foodstuffs, from food to food, from hand to food and from hand to surface.

- Every year there are 500,000 cases of food poisoning in the UK of which 80% are caused by *Campylobacter*. It is present in up to 70% of all fresh chicken sold in UK supermarkets today.¹
- Up to 7% of chicken outer packaging in supermarkets also tested positive for *Campylobacter* - the equivalent of **44 million contaminated packs of chicken** sold every year.² It can easily spread to other surfaces and directly on to ready-to-eat foods.
- Even if you cook chicken properly you could have *Campylobacter* on your hands from a single touch of the outer packaging.³ Once transferred from the fridge onto surfaces, utensils or hands, it can be spread to other surfaces and directly on to ready-to-eat foods.
- In tests, 1 million *E. coli* cells, known to cause diarrhoeal infection, survived 48 hours in a reusable bag before becoming undetectable – enough time to cause illness.⁴
- *Staphylococcus aureus* can also cause illness and can survive for up to 8 weeks in a reusable shopping bag. It takes up to 16 weeks to disappear completely.⁵
- International studies show that an increase in the use of reusable bags can lead to a spike in illness rates.⁶
- In 2011, food safety researchers in the US discovered that 51% of reusable shopping bags contained harmful bacteria.⁷
- In a UK study nearly half of reusable bags tested fall into the "heavily contaminated" category.⁸
- Washing reusable bags will not kill all of the bacteria transferred to them by raw meat.⁹

Our solution: the award-winning antibacterial 'bag for life'

The patented Biomaster antibacterial grocery 'bag for life' can be used for life - safely.

- Treated with technology proven to inhibit the growth of all types of harmful bacteria that might transfer between your bag and your groceries.
- Reduces the likelihood of cross infection of dangerous bacteria when purchasing and handling food.
- The active antibacterial agent is built into the bag during the manufacturing process, so the protection lasts for the useful lifetime of the bag.
- Biomaster antimicrobial protection is completely safe and won't affect the taste or smell of the bag contents in any way.
- In independent tests, bags are proven to inhibit the growth of most common types of bacteria by more than 99%.

As featured on TV and radio



Society of Food Hygiene Technology Best New Product



Foodex Great New Idea winner



The Queen's Awards for Enterprise: Innovation

“ Bacteria can easily transfer from different types of reusable bags to the hands and back again. Using the same bag repeatedly for different purposes increases the risk of contaminating the bag with a whole host of harmful bacteria. ”



Anthony Hilton,
Professor of Applied Microbiology
Aston University.

“ Multi-use bags are a concern of many industry experts. This bag provides a solution to the problem. Biomaster protection built into the bag reduces the likelihood of cross-contamination of harmful bacteria when purchasing and handling food. ”



Dr. Lisa Ackerley
Food safety expert
and Professor of Environmental Health,
University of Salford

^{1 & 2} Food Standards Agency

^{3, 4 & 5} Professor Anthony Hilton, Head of Biological & Biomedical Sciences, Aston University

⁶ J. Click & J. Wright, University of Pennsylvania

^{7, 8 & 9} Glasgow Caledonian University's School of Health and Life Sciences

⁸ Prof. Hugh Pennington Professor of Bacteriology, University of Aberdeen


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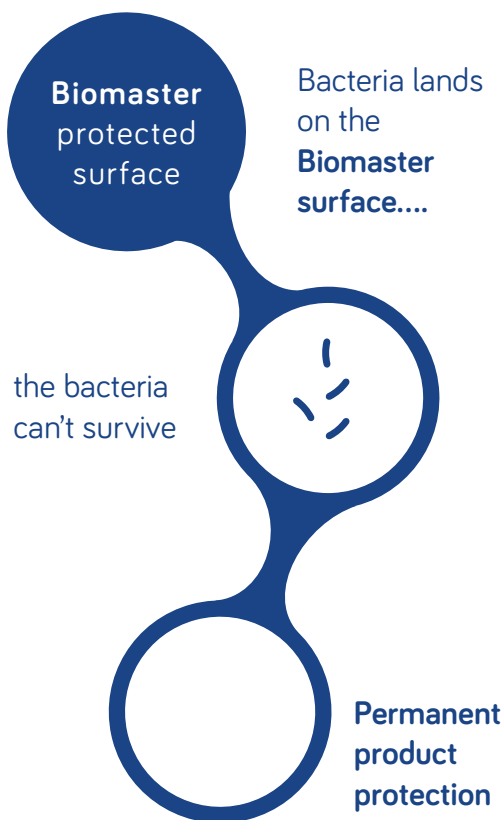
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How effective is Biomaster?

Biomaster is incredibly durable, long lasting and highly active. When added, it becomes an integral part of the product.

The controlled release of the active ingredient provides maximum antibacterial protection for the lifetime of the product.

Biomaster Antibacterial Protection is independently tested and has been proven to reduce the overall level of bacteria on treated surfaces by up to 99.9%.



In tests, shopping bags treated with Biomaster reduced the levels of *E.coli* and *Staphylococcus aureus* by over 99%

How is Biomaster added?

Biomaster is easily added to the product during manufacture.

The active ingredient in Biomaster only imparts antimicrobial properties and does not affect the basic colour or surface finish of any product in which it is used. Biomaster cannot leach or wash out.

What else is this technology used in?

Biomaster is used extensively in the food and catering industry in everything from cleaning cloths and worktops to bin liners and knife handles - in fact just about any surface or contact point as an effective first line of defence to reduce the threat of cross-contamination.

Where can I find the antibacterial bag for life?

The award-winning patented Biomaster 'Bag for Life' is available in high street supermarkets worldwide, from M&S and Morrison's in the UK to Woolworths in South Africa and Coles in Australasia.

You can also buy it online from thehygienedoctor.co.uk.

Biomaster antibacterial bags are available in a range of sizes and formats including insulated cool bags, grab bags, lunch bags and pouch bags. Also available in bespoke formats and designs.

For more information visit our website addmaster.co.uk/biomaster or email us at info@addmaster.co.uk



Developed by Addmaster (UK) Ltd, the antibacterial bag for life is registered Patent Serial Number GB2527063