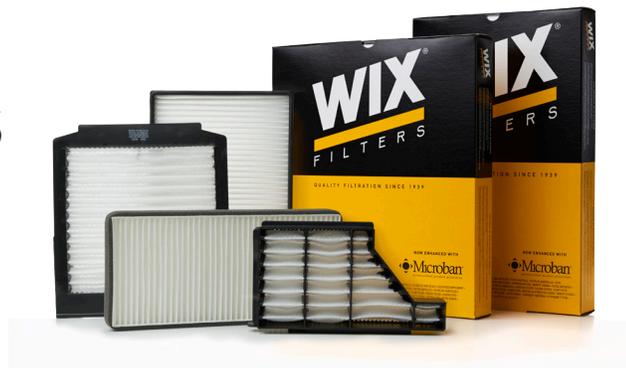
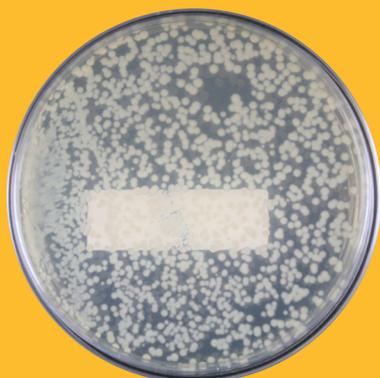


Don't allow odor-causing contaminants to enter your vehicle's interior.



Protect what's inside from the outside. WIX® cabin air filters are now exclusively enhanced with Microban® antimicrobial technology. Together, they not only help keep negative elements from entering a vehicle's interior, but also keep cabin air fresh with lifetime product protection against damaging bacteria, mold and mildew.



WITHOUT MICROBAN*

Why replace your cabin air filter?

- Almost 80% of new makes and models manufactured today come standard with a cabin air filter
- Keeps cabin air cleaner and fresher longer
- Helps prevent debris from entering the HVAC system and negatively impacting the operation
- A cabin air filter should be checked every year and replaced every two years
- The owner's manual states you should replace your cabin air filter every 15,000 to 25,000 miles, depending on how you drive



WITH MICROBAN*

Why Microban?

- Global leader in safe, durable and effective built-in antimicrobial solutions
- Over 30 years of filtration experience
- Provides lifetime product protection against odor-causing bacteria, mold and mildew
- Twice the brand awareness of all other antimicrobial brands
- More than 1,000 products from 250 of the world's leading manufactures

Buy a WIX® cabin air filter with Microban® technology today!

*ASTM E2149 TEST

NOW ENHANCED WITH
 **Microban**
antimicrobial product protection

WIX
FILTERS

    
wixfilters.com

FAQs

Why Microban? Microban is the global leader in built-in antimicrobial protection and WIX's cabin air filters are industry-leading. With 46% brand awareness, Microban is a valuable trustmark that represents durable and effective antimicrobial protection, exactly what you look for in a premium cabin air filter.

What is the technology behind Microban and WIX's new cabin air filters? Microban utilizes a technology agnostic approach to product development. They leverage a broad range of organic, inorganic and organometallic technologies to provide the optimal antimicrobial properties to resist the growth of bacteria, mold and mildew that cause stains, odors and product deterioration.

Microban antimicrobial technology helps to inhibit the growth of microbes by attaching to the cell wall and disrupting normal cellular function. This leads to the eventual breakdown of the cell and a reduction in the number of microbes on the treated surface. As a result, the filters and the air inside the vehicle remain cleaner longer. Microban antimicrobial product protection has a long history of safe use in diverse markets, including healthcare, food service and water filtration.

How durable is Microban? Engineering antimicrobial properties into products is one thing, but it is also important to ensure the antimicrobial compound's effect lasts for the useful life of the product. Microban engineers work with customers to define durability requirements as part of the product development process and are able to employ standard methods or create customized methods to evaluate durability. In addition, engineers are able to carry out customized experiments to simulate the actual use environment of the article. These include shower simulations, hot vapor exposure, solvent exposure, repeated washing in a dishwasher, etc.

Have Microban technologies been approved by suitable regulatory agencies? Microban ensures that all recommended antimicrobial technologies have the appropriate end use regulatory approvals prior to commercialization.



Microban by the Numbers

- Global leader in safe, durable and effective built-in antimicrobial solutions
- 30 years of filtration experience
- \$1.5 billion across more than 50 countries
- More than 1,000 products from 250 of the world's leading manufacturers
- Twice the brand awareness of all other antimicrobial brands
 - 59% B2B awareness and 60% brand satisfaction
 - 46% consumer brand awareness in 2013 - up from 27% in 2002
- Purchase interest: 53% of consumers stated a high likelihood to purchase antimicrobial products in the next year

The Microban Solution

- The most advanced antimicrobial laboratory in the world
- 25 antimicrobial actives - tailored chemistry to reduce bio burden
- 29 IP and innovation leadership patents
- Perform more than 40,000 tests annually using industry standard test methods designed for a wide range of product substrates and antimicrobial product development technologies

Microban Partner Highlights

- Automotive: WIX Filters
- Commercial: Hussmann, Intermetro, Kimberly-Clark, Koala Kare, Five Star Products, and Medline
- Building Materials: ADP, DAP, Daltille, Moen, Sherwin Williams, and Watts
- Textiles: GAP, New Balance, Oakley, Reebok International, and Teva
- Consumer: Conair Corp, DuPont, Fellowes, Petmate, and Rubbermaid
- Retailers: Amazon, Bed Bath & Beyond, Home Depot, Kohl's, Lowe's, Target, and Walmart