

The 'Living Pen'®

(A combination of the best Anglo-German technical & manufacturing expertise)

- Has achieved the new British Standard BS EN 20645.
Also conforms to EN71.3 and EN71.9 (Germany)
- Tested against the most virulent of all bacteria:
C.Difficile (Spore)
MRSA
- Equally effective against:
 - Listeria monocytogenes
 - Salmonella enteritidis
 - Escherichia coli
 - Bacillus cereus
 - Aspergillus niger
 - Pseudomonas aeruginosa
 - Klebsiella pneumoniae
 - Saccarmyces cerevisiae
 - enecillium purpurogenum

This writing instrument is a genuine certified 'Superbug Killer'

The 'Living Pen' ®

- Effectiveness: kill rate of 99.9% over a 24 hour period (standard testing period for a product such as this).
- As soon as the pen comes into contact with bacteria (or multiples of bacteria) it begins a process of destroying them through starving them of nutrients.
- On the majority of surfaces such bacteria will flourish and will be easily transferred. Not so the anti-bac pen.
- Consequently, the pen is constantly re-cleansing itself (hence the registered 'Living Pen').
- Unique product. No competitive pen (or pen-style product) has this proven bacteria killer integrated within the product itself.
- Effective for 100% of the normal lifetime of the pen. It remains in the pen. It is not coated or lacquered and, unlike some other products, it covers the whole pen
- Non carcinogenic and non-mutagenic
- Will not adversely affect any skin type when in contact with it.

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- Competition; micro biocides: silver based or alcohol based products (i.e. sprays) normally 'coated' onto the product.
- Issues with those; migration, leaching, water solubility, UV oxidation, built-in obsolescence (coating wears off after a relatively short period time, spray runs out...etc...)
- With some dormant bacteria, alcohol actually stimulates dormant bacteria back into their active state...a little known fact.
- Competitive items simply do not conform to exacting British Standard testing. The 'Living Pen' is genuinely unique.
- The pass criteria for testing is a 1mm zone of inhibition. The EN 20645 C.Diff result was 6mm and the MRSA astaggering 11mm. This shows the incredible power of the antibacterial structure.
- Pen style; the antibac is based on Senator's 'Trento' retractable ball pen which has been selected for its positioned grip section (which allows for comfort and ease-of-use for both adults and children alike).

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- R&D: the pen has taken nearly two years to bring to market. Several types of plastics were tested and re-tested by Senator's technical people (in conjunction with their anti bacterial compound partners) to ensure compatibility with the overall objective. The result is a truly amazing and unique product.
- Printing; the antibacterial compound is also mixed into the printing inks to ensure that the product remains uncompromised. As such, this process can only be safely undertaken by Senator worldwide, ensuring that your client's brand/message/logo/company details are fully integrated into the 'Living Pen'.
- Information; for an instant guide, please refer to www.antibacpen.com or www.antibacpen.co.uk or contact Senator in your locality. These web pages can be adapted to a link with your own site should you so wish.
- Senator is a trade-exclusive company worldwide and can only deal through its continental (third party) trade networks. Senator's technical partners in this project are fully committed to this trading platform.

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- The genuine 'Living Pen' can only be purchased through the Senator distributor network. Please be aware of imitations and prima facie similar imported products which have not been tested to BS EN 20645, BS EN 13697, EN71.3 & EN71.9 and have no legitimate claim to protect you in the same way.
- Finally, our partners are proud to confirm that the antibacterial additive has also been successfully adapted to other commercial products and has approval status in other markets including the FDA (U.S. Food & Drug Administration), the BPD (E.U. Biocide Product Directive) and the HSE (UK Health & Safety Executive).

Senator's antibacterial writing instrument: 'The Living Pen'

Certified 'Superbug Killer'



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