

## PRESS RELEASE

**Sterillium®: Star of the 2016 brand universe**

Honoured as “Brand of the Century”

**Hamburg, March 2016.** As a fitting tribute to its 50<sup>th</sup> birthday, Sterillium® received a very special present: the specialist publishing house “Deutsche Standards” honoured the well-known hand disinfectant as “Brand of the Century”. A high-profile judging panel including publisher Dr. Florian Langenscheidt distinguished the classic as winner of its category at a festive brand gala in Berlin.

“We are very grateful for this distinction and the trust placed in us,” said Robin Bähr, Head of Marketing Germany at Paul Hartmann AG, who accepted the prize in Berlin with pleasure. “We want to use this award as motivation for the future.” Sterillium® thus belongs to the exclusive group of Germany’s strongest brands. The comprehensive brand compendium, which comprises around 250 “stars of the brand universe” this time, is published every three years. The work places special emphasis on the brands’ histories.

It is the histories that fill brands with life and identity, finds Langenscheidt. And Sterillium® can look back on an imposing history: the first bottles of the first marketable alcohol-based hand disinfectant left the production line in 1965 and since then have set standards. Coming with a so far unsurpassed skin tolerability as well as a comprehensive and rapid activity, Sterillium® revolutionised hygiene and has become virtually indispensable in daily clinical routine. Every year, Sterillium® disinfects around three million hands and thus effectively helps prevent dangerous infections. Today, Sterillium® is considered the eponym of hand disinfectants – similar to Kleenex of tissues. However, Paul Hartmann AG and its subsidiary BODE Chemie do not want to rest on their laurels: “We have committed ourselves to continually improving hand hygiene compliance. Hence, every day, our Bode Science Center does research on how we can make hand hygiene even more user friendly,” Bähr explained.

For more than 190 years, HARTMANN has been developing ground-breaking solutions in the fields of health provision and hygiene management. Bode Chemie, one of Europe’s leading manufacturers of disinfectants, has been its wholly-owned subsidiary since 2009. Together they offer system solutions for infection protection from a single source.

Research for  
infection protection**BODE SCIENCE CENTER**

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