

WIX® Filters Launches Cabin Air Product Line Exclusively Enhanced with Microban® Antimicrobial Product Protection

WIX® Filters, a global manufacturer of filtration products, is launching cabin air filters exclusively enhanced with Microban® antimicrobial product protection. The filters in the new line are protected from the growth of bacteria, mold and mildew to help keep negative elements from entering a vehicle's interior, and keep cabin air fresh for the lifetime of the product.

Gastonia, NC ([PRWEB](#)) July 14, 2016 -- WIX® Filters, a global manufacturer of filtration products, is launching cabin air filters exclusively enhanced with Microban® antimicrobial product protection. The filters in the new line are protected from the growth of bacteria, mold and mildew to help keep negative elements from entering a vehicle's interior, and keep cabin air fresh for the lifetime of the product.

“We are absolutely thrilled to offer this product to our customers,” said Donald Chilton, vice president of product management for WIX. “Americans were stuck in traffic for eight billion hours last year, and for that amount of time, you want to know you're breathing the cleanest, freshest air possible. Elevating our filter media with Microban product protection does just that, and places WIX at the top of the industry.”

Microban antimicrobial product protection provides consumers with a true clean, beyond what can be seen. The technology is applied to the WIX cabin air filters during the manufacturing process to deliver proactive protection that helps prevent problems before they start.

“Microban specializes in partnering with companies to keep products cleaner and fresher for longer,” said Lance Fox, Senior Director at Microban International. “Leveraging our experience in the healthcare and aerospace industries, the application of Microban technology in air filter media offers consumers an innovative solution to a potential problem that impacts their lives every day. It is a pleasure to partner with WIX, a leader in the automotive industry, in this endeavor.”

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.

Lifetime Microban product protection spans all of WIX's light-duty cabin air filters for automotive and light-truck applications. Products are available now; contact your local dealer for more information. For more on WIX, please visit wixfilters.com, and for additional details on Microban, visit <http://www.microban.com>.

About WIX Filters

Since 1939, WIX® Filters has been an innovator in filtration products. WIX designs, manufactures and distributes products for automotive, diesel, agricultural, industrial and specialty filter markets. Its product line includes oil, air, cabin interior, fuel, coolant, transmission and hydraulic filters for automobiles, trucks, off-road equipment and manufacturing applications. For more information, visit <http://www.wixfilters.com>, or any of our social channels: Facebook, Twitter, Instagram, Snapchat and YouTube.



About Microban®

At Microban, we promise to redefine clean with proactive protection that lives on. Our proactive systems keep products cleaner and control odors by preventing problems before they start. Microban drives innovation by combining science and creative solutions that enhance high quality consumer, textile, industrial, and medical products around the world. Today the Microban brand and technologies are featured on more than 1,000 products worldwide. The company is headquartered in North Carolina with operations in North America, South America, Europe, and the Asia Pacific. For more information, please visit <http://www.microban.com>.



Contact Information

Jackie Kavege

Microban International

<http://microban.com>

+1 7047661032

Meara Lyons

<http://www.wixfilters.com>

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