

## PRESS RELEASE

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### **SURFACE TECHNOLOGY COMPANY SILVER DEFENDER AWARDED FIRST EVER GRANT FROM NEW JERSEY STATE TRADE EXPANSION PROGRAM**

*For the first time, the New Jersey-based company will be advertised on a billboard in London as a part of the New Jersey 2019-2021 State Trade Expansion Program*

**NEW YORK – September 20, 2021** – Surface technology company, Silver Defender, today announced they have received the first ever grant for a domestic and/or international billboard from the Office of Export Promotion within the New Jersey Department of State, the Business Action Center.



The New Jersey 2019-2021 State Trade Expansion Program helps New Jersey businesses gain exposure in both international and national settings. As a New Jersey-based company, Silver Defender has been named the inaugural recipient and given the first grant of its kind for an international billboard located in London to drive awareness for their groundbreaking antimicrobial products.

Silver Defender’s innovative technology embeds an EPA registered antimicrobial agent in plastic film that is used to cover the most highly touched surfaces in homes, businesses and public spaces. Their films help to keep surfaces clean for up to 90 days. The antimicrobial agent contained in their films protects the surface of the plastic from bacteria, mold, mildew and fungi. Silver ions react with and affect multiple sites in bacterial cells on the exterior, keeping it clean. Recently, test results from Europe added confirmation to the performance of Silver Defender’s innovative clean technology, supporting the company’s pesticide registration efforts there and in the U.S. Subsequently, pesticide registration will permit Silver Defender and it’s valued customers to fully realize the value of these exciting products for safe work and living environments.

“Silver Defender has one goal: to help others and better enable their cleanliness. The past year and a half taught us to be hyper-vigilant about germs, touching and distancing,” said Zeynep “Z” Ekemen, managing partner of Silver Defender. “As the world continues to navigate best practices for cleaning amid the COVID-19 pandemic and the Delta Variant, we at Silver Defender hope to help bring a sense of

normalcy back to everyday life. Through the U.S. Small Business Association, we are able to get our message out loud and clear to those who need it in London.”

Founded by three partners from New Jersey, Silver Defender’s non-toxic, antimicrobial protected films, use EPA approved technology and can be found in public, nonprofit and private entities in the United States, including airports, public transportation, retail locations, schools, hotels, government buildings and more. Notable customers include Bloomberg, NFL, MLB, HMS Host, Viacom CBS, Showtime, Sony, Clorox, Hilton, Paramount Studios, Long Island Macarthur Airport, the San Diego Zoo, and Silverstein Properties, including the World Trade Center in New York.



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### **About Silver Defender**

Silver Defender’s proprietary designs embed an EPA registered antimicrobial agent in plastic that continuously works to clean the surface of the film. The antimicrobial protected die cut films and tapes are available in various sizes, and have the ability to cover anything. While Silver Defender’s products are undergoing testing for EPA certification, verifying the products’ efficacy in the U.S., the company endeavors to be the most convenient and effective way to keep surfaces continuously clean. The award winning, patent pending, stretchable films were developed to cover anything, and engineered with the customers in mind, to ensure quick and easy application and removal. For more information visit:

[www.silverdefender.com](http://www.silverdefender.com)