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## **RUDOLF gets the exclusive global distribution rights for Sanitized® textile technologies**

Burgdorf/Geretsried, 1 February 2026: With effect from today, **RUDOLF** officially assumes exclusive global distribution rights for **Sanitized®** textile technologies from **SANITIZED AG**. This is the next milestone in the strategic collaboration announced in 2025, with the partnership between the two companies now fully implemented and expanded worldwide.

A transition phase began on September 1, 2025. During this phase, continuous customer supply and technical support were ensured jointly. This phase has now been successfully completed, paving the way for long-term global cooperation. It strengthens the international supply chain by ensuring a consistent and dependable global supply of products and services.

### **Textile technologies from SANITIZED: Innovation, hygiene & functionality**

With textile technologies from **SANITIZED**, **RUDOLF** is expanding its already comprehensive portfolio along the entire textile value chain – from pretreatment and finishing to solutions that make the functional added value tangible for end consumers. **Sanitized®** technologies ideally complement this offering, as they cover key functions such as odor control, hygiene, freshness, and material protection. The portfolio focuses on three technological platforms.

**Sanitized® Odorex™** comprises biocide-free technologies for odor neutralization, especially for easily washable textiles. These solutions offer effective odor management without biocidal substances and are ideal for brands that focus on conscious material selection, sustainable freshness, and high comfort.

**Sanitized® Puretec™** offers high-performance odor control solutions. The technologies are based on antimicrobial mechanisms and provide clothing and home textiles with an integrated hygiene function. These solutions ensure long-lasting freshness, reduce unpleasant odors, and enhance comfort.

**Sanitized® Silvertec™** is characterized by its high resistance to washing, dry cleaning, and high temperatures. By inhibiting bacterial growth, it prevents odors from forming, making it a valuable technology, especially for textiles that are worn for long periods of time or are difficult to wash.

In addition to its core portfolio, **SANITIZED** offers additional technologies for special applications in particularly demanding areas of use where a strong fungicidal or insecticidal effect is required. These technologies provide targeted and reliable material protection under difficult conditions.



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## Non-biocidal odor management for lasting freshness

**OX20** is an innovative, non-biocidal technology that complements the joint portfolio: it neutralizes odors not through chemical-biological mechanisms, but through physical adsorption. **OX20** is bluesign certified and a GOTS- approved additive. **OX20** offers particularly reliable, long-lasting performance – even after many wash cycles. The technology can be flexibly integrated into existing finishing processes, is compatible with numerous fibers, and is ideal for demanding textile applications such as activewear, underwear, or workwear. Thanks to **RUDOLF**'s excellent technical service for its customers, it is also ensured that different functional technologies – for example, non-biocidal odor control combined with high-quality hydrophilic finishes for activewear – are optimally coordinated and work together perfectly in application.

On February 1, 2026, **RUDOLF** will officially take over the complete exclusive distribution rights for **Sanitized**<sup>®</sup> textile technologies. By bundling all products and services with a single global partner, customers benefit from a clear, uniform point of contact for advice, product orders, and technical support:

**SANITIZED** and **RUDOLF** combine their international presence with strong local proximity, giving customers more direct access to contact persons, faster response times, and reliable technical support. The combination of the two companies' expertise ensures that brands and manufacturers worldwide have access to first-class technologies and a globally available supply chain that provides them with sustainable support in the development of innovative and durable textiles.

## Notes for editors

### About **SANITIZED**

#### **SANITIZED – Adding value since 1935**

With the **Sanitized**<sup>®</sup> hygiene function and material protection, we enhance the longevity of textiles, polymers, paints, and coatings with biocide-free and antimicrobial additives. Developed in Switzerland and sold worldwide, **Sanitized**<sup>®</sup> technologies neutralize odors on textiles, responsibly preserve paints and coatings, and effectively protect polymers against microbes. Our all-inclusive service for customers is second to none: standardized quality testing, technical and regulatory consulting, and marketing expertise. Manufacturers and consumers have trusted the world-renowned **Sanitized**<sup>®</sup> brand for decades, which helps them out in the market and deliver tangible added value.

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



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## About RUDOLF

**RUDOLF** remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With more than 2,000 employees, 18 production sites, and 50 sales offices, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

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

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