



PrintShield™
ANTIMICROBIAL
Protection by Safeair Media

FACT SHEET

What is PrintShield™?

PrintShield is an additive product that provides antimicrobial protection to printed materials sold by Safeair Media. Using proprietary technology built into thermal lamination films and aqueous coatings, PrintShield prevents the spread of bacteria, mold, and fungi on the protected document, reducing the risk of illness.

Why do I need PrintShield?

The worldwide impact of the COVID-19 pandemic has compelled aircraft operators to enhance the cleanliness of the passenger cabin. Safety cards and other printed material with PrintShield antimicrobial protection will compliment current hygiene processes and engender confidence among passengers and flight crews regarding their personal health.

What should I know about antimicrobial protection?

Bacteria is everywhere among the multitude of microscopic organisms found in our homes, schools, restaurants, and other public areas including aircraft interiors. Antimicrobials are products that inhibit the growth and reproduction of bacteria, mold, and fungi. PrintShield incorporates the natural protection of silver as its antimicrobial agent. Silver is effective against the widest range of bacteria and is used in medical settings to control its growth.

How does it work?

PrintShield incorporates silver-ion technology into films and coatings applied during the print process. The silver antimicrobial agent binds to the bacteria's cell wall to stop growth, penetrates the cell wall to cease energy production, and finally, interrupts DNA to prevent reproduction and causing the bacterial to die. The result is a treated surface that can halt the proliferation of bacteria by over 99%.

How long will the antimicrobial protection last on my document?

The antimicrobial protection of PrintShield is active from the moment you receive your documents from Safeair. Testing has demonstrated that under normal conditions, the PrintShield technology will remain effective throughout the lifetime of the treated surface regardless of cleaning or use.

Is PrintShield safe?

Yes, studies have shown the silver antimicrobial agent used in PrintShield to be less toxic than table salt.

Has PrintShield been tested?

Yes, the manufacturers of the antimicrobial agent used in PrintShield products have performed independent testing under internationally recognized ISO standards.

Can PrintShield prevent the transmission of viruses including COVID-19?

The antimicrobial technology used in PrintShield has only been tested as a bacteriostatic agent to be incorporated into its products for the sole purpose of protecting the treated document from the spread of unwanted bacteria, mold, and fungi. PrintShield reduces the growth of bacteria by 99% on the treated surface, but has not yet been proven to be effective against viruses.

Do I need to request PrintShield for my documents?

No, Safeair will utilize PrintShield antimicrobial film on all digital orders of 200 units or less beginning in March 2021. All PrintShield protected documents will bear the "blue shield" trademark as certification that the antimicrobial technology was applied during the print process.

Is there a minimum order requirement for PrintShield documents?

Normal order quantities will apply for PrintShield documents. Antimicrobial laminate film is available for all orders while protection using the antimicrobial aqueous coating is only applied for offset print orders which are subject to higher quantity minimums.

Do I need to use a Safeair design to order PrintShield documents?

We can apply PrintShield protection to documents of your design. Just contact us for the estimated cost to print and ship.

Can PrintShield protection be applied to printed documents other than safety cards?

Of course, as noted above we can apply PrintShield protection to any printed document and Safeair can even help you with the design if you need it. Menus, price lists, promotional cards, etc.–just contact us so we can determine the best way to meet your needs.

Does Safeair process international orders for PrintShield?

Yes, we can process orders for shipping outside of the United States using one of our partners or under your company's account.

For more information:

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