

Addmaster brings Biomaster antimicrobial protection to cabin products

This is a special feature from *PAX Tech's* [July 2021 Cabin Hygiene, Seating & IFEC](#) digital edition.

UK-based [Addmaster](#), a global supplier of technically innovative, premium quality additives for the plastics, paper, textile, paints and coatings industries, offers antimicrobial technology [Biomaster](#).

It can be incorporated into plastic, textile, paper, paint or coating, dispersing throughout the item. When microbes come into contact with a Biomaster protected surface, they cannot grow, produce energy or replicate, therefore they die. Airlines can supplement cleaning and disinfecting regimes with the added protection of Biomaster, at high-traffic touch points for inflight reading materials and more, to bring more confidence to passengers.

Many airlines and suppliers globally are adopting Biomaster antimicrobial technology, Karl Shaw, Marketing Manager at Addmaster (UK) Ltd. tells *PAX Tech*. Among ongoing projects, Addmaster recently worked with premium seating upholstery manufacturer [MGR Foamtex](#) to develop [MGRSafeWall™](#), which has been successfully tested effective against COVID-19. Laboratory testing to ISO 18184 protocols have demonstrated 96.8 percent efficacy against the virus.

Addmaster partnered with American Airlines in August 2020 to incorporate Biomaster into its inflight magazine. Since then, every seatback issue of [American Way](#), which the airline has since [discontinued](#), was printed with a Biomaster paper treatment process. Hawaiian Airlines' inflight magazine and US inflight magazine Hemisphere are also treated with Biomaster. Addmaster is the longest standing supplier of Biomaster.