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REEBOK ANNOUNCES THE GLOBAL LAUNCH OF A NEW RANGE OF ANTI-MICROBAL CLOTHING

"BANTERIA": NOT ONLY MAKING YOU LOOK LIT, BUT ALSO, AS SAFE AS A PPE KIT

Reebok has joined forces with Microban International Ltd to unveil their extraordinary collection of antimicrobial garments named "Banteria". They introduced a diverse array of more than 24 unique designs, each infused with Microban's exclusive antimicrobial shield. This groundbreaking technology imbues the fabrics with unparalleled durability, ensuring they retain their odor-fighting prowess wash after wash.

The antimicrobial innovation binds an unyielding shield to the fibers, puncturing the microbial cell membranes to impede their growth and spread. This antibacterial prowess, coupled with the advantages of reactive polymers, engenders a versatile shield that combats bacteria and maintains its efficacy even after countless wash cycles.

Reebok, a cherished fitness apparel and footwear brand since its inception in the 1960s, experienced a dip in popularity in recent years. However, with the global shift sparked by the COVID-19 pandemic, the introduction of antimicrobial clothing could mark a revolutionary turn. Providing customers with garments that remain fresh and airy even after enduring rigorous physical exertion could fulfill a long-standing dream. The eradication of unpleasant body odors caused by bacterial growth, coupled with the prevention of premature wear and the inhibition of odor and stain-causing bacteria growth, presents an exceptional product offering. The fusion of Reebok's sporty and elegant designs would add an extra layer of allure, enhancing the overall appeal and functionality of the garments.

The Banteria collection is now available at your nearest Reebok outlets and on their official website. Take a moment to explore the innovative enhancements made to their traditional apparel lineup. Just as the Banteria ads proclaim, "Look lit, stay fit!"

