



For Immediate Release, Please

Whitney Brothers® Furniture Earns Antimicrobial Certification.

The natural UV finish applied to the firm's furniture is certified 99.99% antimicrobial to help prevent the growth of bacteria and protect the health of young children.

Keene, NH, July 31, 2024 – Acclaimed Early Learning furniture brand Whitney Brothers® today announced the finish applied to its complete product portfolio is now certified antimicrobial to prevent the growth of disease-causing bacteria, fungi or viruses, an important feature that can protect and support the health of young children.

Through their natural inclination to share, play, collaborate and physically interact together, young children are constantly exposed to millions of microbes on furniture surfaces. The natural UV finish applied to Whitney Brothers® products includes a highly effective antimicrobial additive to protect and support the wellbeing of children who come into contact with the brand's furniture.

An antimicrobial coating is an application of compound materials on a surface to prevent the growth of micro-organisms that can cause disease. The finish used by Whitney Brothers® was tested by an independent laboratory to the American Society for Testing and Materials (ASTM) E-2180 Standard and received certification as 99.99% effective.

"Safety is our absolute top priority," said Mike Jablonski, Whitney Brothers® president. "Despite there is no regulatory requirement for antimicrobial certification in our market, we believe it's important to go the extra mile for an incomparable level of safety. It's an essential component of the design philosophy behind the Whitney Brothers® brand."

About Whitney Brothers®

Founded in 1904, Whitney Brothers® invented furniture for Early Learning and institutional childcare environments and pioneered its commercial distribution through educational distributors and dealers in schools, childcare centers, Head Start facilities, churches, libraries, museums, and residential homes throughout North America and around the world. The brand's rich heritage spans 120 years of award winning products renowned for uncompromising quality, design, innovation, safety, durability and value. Each product is UL GREENGUARD® Gold certified, qualifies for LEED credits, meets or exceeds applicable CPSIA, ASTM and BIFMA requirements, supported by a Limited Lifetime Warranty and proudly made in America.

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