

## Press Release

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### **ECCO launches most innovative shoe yet with ion-mask™ enhancement**

ECCO, a world-renowned designer of innovative, high quality fashion shoes and sandals has announced it will be working with P2i, developer of a world-leading liquid repellent nano-coating technology, to launch a revolutionary running shoe with a difference.

Launched at ISPO '09, the ECCO Biom is a complex running shoe constructed using biomechanical principles and natural motion that allows the foot to move in its preferred path, will offer serious runners significant benefits unavailable in any other running shoe on the market.

Originally designed to protect soldiers from chemical warfare, ion-mask™ applies a protective layer just nanometres thick, one thousandth that of a human hair, around each and every fibre of the shoe, using an ionised gas or 'plasma'. Invisible to the naked eye, it also doesn't alter the look, feel or weight of the shoe and renders it super-hydrophobic, repelling liquid so it simply bounces off the shoe like beads of mercury.

Unlike other technologies, ion-mask™ also maintains the breathability of the shoe ensuring continued air circulation, drier feet and therefore the prevention of blisters over long distances. Externally, the shoe is protected from dirt and scuffing, maintaining its newness for much longer.

Stephen Coulson, P2i's Research & Development Director commented, "We are delighted to be working with ECCO, a like-minded brand that also believes in innovation and constant advancement. The Biom range is truly pioneering, providing runners with added benefits guaranteed to enhance their performance and is perfect synergy with ion-mask™ enhancement."

The ECCO Biom range will be available in store from March 2009.

**- Ends -**

## Notes for Editors

### About P2i

P2i is the world leader in liquid repellent nano-coating technology. We make good products great by applying innovative science. Our revolutionary technology enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids. This builds value by commanding premium prices and/or reducing costs.

P2i Ltd was established in 2004 to commercialise liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a wide range of markets including performance textiles, filtration media and bio-consumables.

In consumer sectors the presence of P2i's technology is indicated by its consumer brand, ion-mask™, now available in premium products from Hi-Tec, MAGNUM, Ecco and more.

See [www.p2ilabs.com](http://www.p2ilabs.com) for more information. Corporate enquiries to:

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### How P2i's technology works

P2i's technology works by applying a nanometre-thick polymer layer over the entire surface of a product. Using an ionised gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimises liquid absorption from outside elements and evaporated perspiration.