

## Press Release

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### **ion-mask™ nanoscale technology scoops footwear industry innovation award**

ion-mask™, the nanoscale surface enhancement technology originally developed by the MoD to protect soldiers against chemical attack, has won its seventh industry award.

The ultra-high liquid repellency imparted by ion-mask™ technology was honoured in the Footwear Innovation category at the 2009 Company Clothing Awards, held in London on 12 March 2009.

Judges singled out the MAGNUM Elite Force 8.0 WPi, from MAGNUM's world-first collection of ion-mask™ protected uniform footwear, as the winner in a highly competitive and coveted award category.

ion-mask™ technology, from Oxford-based P2i, uses a highly-innovative and patented gas plasma process to permanently alter the properties of treated materials at a nanoscale level. The plasma treatment deposits a uniformly-applied, microscopically thin layer that dramatically increases water and oil repellency so that liquids bead and run off without leaving any trace. The result is a protective shield that also greatly enhances comfort and, crucially, does not affect look and feel.

Commenting on the award, Carl Francis, CEO of P2i said: "With ion-mask™'s military heritage it seems fitting to be winning an award for innovation in uniform footwear.

"As well as helping police, paramedics and medical professionals keep their feet dry, cool and blister free in challenging conditions, the nanoscale characteristics of ion-mask™ also confer protection against the risk of contamination from the numerous blood-borne pathogens that might be experienced in the course of hazardous activities."

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**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.