

## Press Release

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### **Van Dal launches first ion-mask™ fashion shoe for women**

One of the UK's leading fashion shoe brands, Van Dal is the latest edition to the growing list of high street retailers signing up for P2i's revolutionary ion-mask™ enhancement.

Originally developed to protect soldiers from chemical warfare, this world-leading liquid repellent nano-coating technology applies a protective layer, just nanometres thick over the entire surface of the shoe by means of an ionised gas or 'plasma'. Invisible to the naked eye, the process doesn't alter the look, feel or weight of the shoe in any way.

ion-mask™ benefits include liquid repellency up to three times that of PTFE, currently regarded as the most liquid repellent material in the world - liquids are unable to penetrate the material and simply roll off the shoe like beads of mercury. This process also maintains the breathability of the shoe, ensuring good air circulation - a vital attribute on warmer days, while on colder days the nano-coating assists in keeping feet warmer for longer. Externally, the shoe is protected, providing greater resistance to scuffs and stains.

Ian Robins, P2i's Business Development Director commented, "We're delighted to be working with Van Dal and I truly believe this partnership will be the perfect platform to demonstrate the technology's capabilities in a fashion-conscious market where both the durability and aesthetics of the product are equally important. ion-mask™ will substantially enhance the performance of Van Dal's shoes, guaranteeing customers a superior product no other fashion brand can offer."

Tony Linford, Managing Director of Van Dal commented, "It will be an exciting development for the Van Dal customer to get a shoe that not only delivers functionally in being water repellent, but also aesthetically in the sense that the product will retain its original good looks for longer. This is particularly important with suede products that tend to deteriorate more quickly than other leathers."

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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.