

Press Release

DATE 20 October 2009

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adidas Golf chooses P2i's ion-mask™ technology to revolutionise performance and comfort in golf footwear

adidas Golf has signed up to use P2i's revolutionary ion-mask™ liquid-repellent nano-coating, to create a new generation of high-performance golf footwear that will transform traditional expectations of comfort and performance.

Initially ion-mask™ will be used to improve the performance of two new styles that are set to début in the adidas Golf Spring/Summer 2010 collection (to be available worldwide in January 2010). adidas Golf expects to extend the presence of ion-mask™ across a growing number of footwear styles in subsequent 2010 and 2011 collections.

ion-mask™ revolutionises the performance of footwear. It applies a nanoscopic protective polymer layer to the whole shoe, on which water forms beads and simply rolls off, instead of being absorbed. ion-mask™ shoes keep their wearers' feet more comfortable and dry in the most challenging performance conditions, at extremes of heat and moisture.

ion-mask™ gives the whole shoe (including the stitching) superior water repellency, helping to:

1. stop external water getting in (e.g. from early-morning dew or golf-course irrigation); and
2. encourage evaporated perspiration to flow out.

As a result, shoes dry out more quickly, won't get heavier over time, and maintain the natural airflow of their construction material. This optimises temperature and 'breathability' for feet.

Although the presence of ion-mask™ is imperceptible to wearers (its protective layer is one thousand times thinner than a human hair), it is molecularly bonded to the whole shoe surface and thus is extremely durable. In practice ion-mask™ lasts as long as the shoe material itself and is not compromised by everyday flexing during wear. (By contrast, traditional water repellency techniques, such as dip-applied chemicals and taped seams, have been shown to swiftly lose their effectiveness under 'real-wear' conditions.)

Extensive flex and immersion testing, carried out by P2i and adidas Golf according to footwear industry standards, have confirmed that ion-mask™ continues its effective protection over tens of thousands of flexes. ion-mask™ is also a thoroughly climate-friendly choice. Its application process is solvent-free and uses only tiny quantities of protective medium, resulting in minimal waste and no adverse impact on the environment. Last but not least, ion-mask™ will help adidas Golf shoes keep looking new for longer. By resisting the absorption of water, ion-mask™ helps guard against stains and dirt residue.

ion-mask™ technology has been smoothly integrated into existing adidas Golf assembly lines, deployed via P2i's own compact processing machines that operate at the touch of a single button and can be scaled up without difficulty to accommodate growing demand.

Marco Grott, Director of Footwear Development for adidas Golf, comments: "ion-mask™ provides extraordinary benefits both for our customers and for us as a company. As performance-transforming technology it's the natural complement for our existing state-of-the-art product features, plus P2i has done its homework to ensure that deployment into manufacturing is smooth and efficient."

Stephen Coulson, CTO of P2i, comments: "adidas Golf is one of the world's leading sports apparel and footwear brands. By deciding to work with P2i they have provided an extremely powerful endorsement and validation of our revolutionary ion-mask™ liquid-repellent nano-coating technology. Old approaches simply cannot match the amazing levels of performance that ion-mask™ has been shown to deliver."

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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 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.