

Press release

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MEDIA CONTACTS	Andrew Vincent	+44 (0)1869 353812 or andrew.vincent@collegehill.com	
	Zoe March	+44 (0)1869 353805 or zoe.march@collegehill.com	
P2i CONTACT	Eric Cohill	+1 239 272 7704 or eric.cohill@p2ilabs.com	

P2i showcases liquid repellent nano-coating for hearing aids at AudiologyNOW! 2010

Booth 2806, San Diego Convention Center, 14-17 April

[Aridion™](#), a revolutionary liquid repellent nano-coating that protects hearing aids against corrosion and warranty failure, will be showcased by P2i at AudiologyNOW! 2010.

Already used by three of the world's largest hearing aid manufacturers, Aridion™ is applied using a special pulsed ionised gas (plasma), which is created within a vacuum chamber, to attach a nanoscopic polymer layer – one thousand times thinner than a human hair – to the hearing aid. This dramatically lowers the product's surface energy, so that when humidity or sweat comes into contact with it, they form beads and simply roll off.

This helps transform the reliability of hearing aids, which contain delicate, expensive components at high risk of liquid damage – improving battery life, minimizing warranty failure and repair costs, and increasing user confidence.

Plus, because Aridion™ coats every aspect of a finished product at the nanoscopic level, it protects much more thoroughly than alternative approaches where individual product components are treated prior to assembly. The result is a truly durable liquid repellent coating that does not affect the product's look, feel or delicate acoustic properties.

P2i will be running real-time demonstrations of the Aridion™ process on the hour, every hour at booth 2806, where delegates will be able to see first-hand the amazing level of protection provided by the technology. Members of the P2i team will also be on hand to discuss industry developments and answer questions.

Stephen Coulson, Chief Technical Officer at P2i, comments: “As hearing aids become increasingly miniature, sophisticated and fragile, they are also becoming more difficult to protect. AudiologyNOW! 2010 is a great opportunity for us to demonstrate how Aridion™ transforms standards of protection and reliability by overcoming the limitations of traditional liquid repellency approaches – however intricate the hearing aid design or active the lifestyle of the user. In fact, we are already achieving excellent results with three of the world’s largest hearing aid manufacturers, who have recognized how Aridion™ improves reliability and decreases the number of repairs required per unit, saving money, time and frustration for them, dispensers and end users alike.”

Aridion™ can be cost-effectively applied to finished products using compact, high-throughput P2i processing machines. These integrate seamlessly and effortlessly with existing assembly lines, are easy to scale-up, and can be operated at the touch of a single button. In a typical production environment, one P2i machine can treat a hearing aid in less than ten seconds.

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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, electronic devices, filtration media and bio-consumables.

In consumer sectors, the presence of P2i’s technology is indicated either by [ion-mask™](#), its brand for footwear, outdoor clothing and accessories, or [Aridion™](#), its brand for electronics.

See www.p2ilabs.com for more information or to view our [video](#). Corporate enquiries to:

Tel: +44 (0)1235 833100

Fax: +44 (0)1235 861214

Email: info@p2ilabs.com

How the P2i technology works

P2i’s technology works by applying a nanometre-thin 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.