

Press release

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P2i's new Applications Director brings semiconductor expertise

[P2i](#), the world leader in liquid repellent nano-coating technology, has made a significant board appointment with the arrival of Dr Nick Rimmer as Applications Director.

Nick has first-hand experience of working with a wide range of international semiconductor customers, from large multinational corporations to small research institutions. He is now responsible for developing a world-class support function for the growing customer base -- of increasing stature and scale -- which is driving P2i's continuing international new business growth.

Nick, who joined P2i in November 2009, is a highly experienced materials scientist with a PhD and First Class Honors degree from the University of Cambridge. Prior to joining P2i he spent 16 years in the semiconductor industry, with equipment suppliers and semiconductor fabrication companies including Aviza Technology and Siemens Microelectronics.

"My team of engineers, technicians and scientists will develop solutions that enable customers to introduce P2i's liquid-repellent technologies into their products, then bring them to market quickly and cost effectively," comments Nick. "We will do this by managing their interactions with P2i, from initial demonstration through to technical validation and process optimization, and scale-up to high-volume production."

"By serving as a dedicated department, Nick's Applications team combines a sector-focused understanding of the customer's needs with the timely delivery of a commercial-ready industrial process," comments Dr Stephen Coulson, P2i's Chief Technical Officer. "This will help P2i to tailor optimized solutions for a wide range of market sectors using our revolutionary nano-coating technology."

"The pace of change at P2i is now breathtaking," comments Carl Francis, P2i's Chief Executive Officer. "We're commercializing rapidly across several different sectors including lifestyle, electronics, energy and filtration, life

sciences, plus military and institutional. Nick is playing an essential role by making it easier and more rewarding for customers to work with us, no matter what their product characteristics and development needs.

“Having established a leadership position in liquid repellent nano-coatings, we’re now on the radar for some of the world’s biggest brands,” continues Carl, “and we are already preparing for our next phase of development when we will offer a growing range of additional functional nano-coatings, with whole new rafts of benefits.”

P2i Inc expands into Industrial and Electronics market

Meanwhile, P2i Inc, the wholly-owned US subsidiary of P2i, has also made two significant new sales appointments. Jim Kennedy, appointed as Industrial Sales Manager, will be based on the US West Coast and has a strong background in the adhesives industry. Prior to joining P2i Jim worked as the West Coast Sales Manager for Scapa, one of the largest manufacturers of adhesives.

Todd Leonard, Electronics Sales Manager, will be based on the US East Coast and brings with him a wealth of knowledge from the electronics industry. He previously worked for PPG Industries, a global supplier of coatings, glass/fiberglass and specialty chemicals, where he was Global Strategic Account Manager, focused on coatings into the electronics industry.

Eric Cohill, President of P2i Inc, comments: “P2i has already been an international company, but right now the US is standing out as our strongest growth area. These two new appointments reflect the speed at which our business is developing, as more and more companies realize the benefits of protecting their products and improving their performance with P2i’s nano-coating technology.

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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:

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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.

Tests show that P2i's patented nano-coating technology can deliver performance benefits for a wide range of materials, including polymers, metals, fabrics, leather, ceramics, glass and paper. Even complex, 3D objects incorporating several different materials can be treated successfully with the P2i process: from footwear to hearing aids, bioconsumables to filtration.