

## Press release

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## Video featuring ion-mask™-treated shoes takes web by storm

[ion-mask™](#), P2i's world-leading liquid repellent nano-coating for footwear and lifestyle products, has taken the web by storm after featuring in '[Liquid Mountaineering](#)' – a video viral that has generated more than four million hits on YouTube.

After two weeks of worldwide buzz, Hi-Tec, the global outdoor and sports brand, yesterday revealed they were the team behind the hoax video, which features three men running across a lake thanks to the water repellent qualities of their Hi-Tec shoes with ion-mask™.

Dr Stephen Coulson, Chief Technical Officer at P2i, comments: "Liquid Mountaineering has become one of the most viewed and discussed videos on YouTube in the past month. While it is, of course, a well-intended hoax, it goes some way to reflecting the truly revolutionary, 'must-see to be believed' effects of our ion-mask™ liquid repellent nano-coating for footwear and lifestyle products. Despite its performance enhancing benefits – from repelling water and maximizing comfort, to reducing water uptake and staining – even ion-mask™, however, cannot make you walk on water!"

P2i's ion-mask™ technology, which has also been adopted by [adidas Golf](#) and other leading global footwear brands, applies a nanoscopic protective polymer layer to the whole shoe, on which water forms beads and simply rolls off instead of being absorbed. Shoes treated with ion-mask™ keep wearers comfortable and dry, by resisting water from outside and maintaining optimum control of temperature and breathability. By resisting the absorption of water and dirt, ion-mask™ also helps guard against stains, making products look new for longer.

Although the presence of ion-mask™ is invisible to wearers, it is molecularly bonded to the whole surface of the product and is therefore extremely durable – lasting as long as the material itself and uncompromised by everyday wear and tear. Finally, but importantly, ion-mask™ has a low environmental impact: its application process is solvent-free, PFOA-free, uses only tiny quantities of protective agent, does not require lots of energy and generates minimal waste.

In addition to the initial buzz on YouTube, the Hi-Tec video has now featured on thousands of blogs, while TV coverage of the film has spanned countries including Japan, Brazil, Germany, the US, Australia, Korea, Spain, France and Georgia. Simon Bonham, Hi-Tec Group Head of Marketing, said that “reaction to the viral had surpassed all expectations”.

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## Notes for Editors

View Hi-Tec’s Liquid Mountaineering video: <http://www.youtube.com/watch?v=Oe3St1GgoHQ>

## 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 commercialize 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 lifestyle, electronics, military and institutional, life sciences, energy and filtration.

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

## How the P2i technology works

P2i’s technology works by applying a nanometer-thin polymer layer over the entire surface of a product. Using an ionized 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 minimizes 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, bio-consumables to filtration.