

## Press release

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## Mizuno débuts ion-mask™ in golf shoe collection

Mizuno is the latest sports footwear brand to recognize the comfort- and performance-enhancing benefits of [ion-mask™](#), P2i's revolutionary liquid repellent nano-coating, with the launch of a new golf shoe collection for the Asia market.

Golfers cannot see or feel the ion-mask™ coating, which is a protective polymer layer one thousand times thinner than a human hair. In contact with ion-mask™, water forms beads and simply rolls off, instead of being absorbed by the fabric of the shoe. This stops water getting in from outside and, crucially, also maintains the natural airflow of the shoe material permitting perspiration to escape. Plus, ion-mask™ also helps prevent staining, by resisting the absorption of water and dirt to keep the new range of Mizuno shoes looking newer and cleaner for longer.

Minoru Inaoka, Planning Manager at Mizuno comments: "Mizuno is constantly searching for new technologies to improve our products and the way they perform. ion-mask™ enables Mizuno to offer two functions that were considered incompatible, breathability and water resistance, with its liquid repellent nano-coating technology. The additional benefit of effective stain resistance completes a superb combination of comfort and performance for wearers."

Because ion-mask™ is applied to the whole shoe, it ensures the different materials, seams and fastenings enjoy superior water repellency. And, because its protective layer is molecularly bonded to the whole shoe surface, ion-mask™ is extremely durable – in practice lasting as long as the shoe material itself and not being compromised by everyday wear.

Dr Stephen Coulson, CTO at P2i, comments: "We are delighted that Mizuno, a brand with heritage, integrity and high standards, has chosen ion-mask™ for its golf footwear. This new partnership is an extremely powerful endorsement of our technology – and a first for both Mizuno and P2i in the Asia Pacific region."

**-Ends-**

## Notes for Editors

### About P2i

[P2i](#) is the world leader in liquid repellent nano-coating technology. It 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, outdoor clothing and accessories, or [Aridion™](#), its brand for electronics.

See [www.p2i.com](http://www.p2i.com) for more information. Corporate enquiries to:

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### 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.

### About Mizuno

Since its founding in 1906, Mizuno has contributed to the development of the world of sports. Its corporate philosophy, "Contributing to society through the advancement of sporting goods and the promotion of sports", is clearly reflected in strong support for numerous worldwide sports events and in Mizuno's dedication to advancing sports through cutting edge research and technology.

The company founder's spirit "Go on and create the best products for consumers" will continue to remain at the heart of product development at Mizuno. Mizuno will strive to continue to provide the best quality products backed by verified technology to athletes throughout the world.

See [www.mizuno.com](http://www.mizuno.com) for more information.