

Press release

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Outdoor Show marks footwear milestone for ion-mask™

Hall B4, Stand 302, Messe Friedrichshafen, Germany, 14-17 July

More than 1.5 million pairs of shoes have now been treated with ion-mask™, P2i's revolutionary liquid repellent nano-coating for footwear. Taking center stage at Outdoor (Hall B4, Stand 302), ion-mask™ satisfies the trend for lighter, breathable, stay-dry and stain resistant footwear – maximising both performance and comfort for wearers.

“We would like to invite Outdoor visitors to see for themselves the exciting potential of ion-mask™ across the whole footwear spectrum,” said Dr Stephen Coulson, Chief Technical Officer at P2i. “With a likeness to water rolling off a duck's back, the effects of ion-mask™ will be demonstrated on a range of different materials, from mesh to light-coloured canvas and suede. It really has to be seen to be believed.”

ion-mask™ has been adopted by eleven of the world's leading footwear brands, including Adidas, Timberland, Scott, Mizuno, Hi-Tec, K•Swiss and Teva, which benefit from a level of liquid repellency and breathability that previous generations of membranes and thick chemicals simply cannot match. In fact, according to David Bond, Vice President of Product for K•Swiss Inc, “[ion-mask™ is] the most innovative moisture management technology available on the market”.

ion-mask™ technology works by applying a nanoscopic protective polymer layer to the whole shoe, on which water forms beads and simply rolls off, instead of being absorbed. Because it gives the whole shoe (including different materials, seams and fastenings) superior water repellency, ion-mask™ delivers two crucial benefits: it stops external water getting in and encourages 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.

Users can't see or feel ion-mask™ because it is one thousand times thinner than a human hair. However, because the protective layer is molecularly bonded to the whole shoe surface it is extremely durable. In practice, ion-

mask[™] lasts as long as the shoe material itself and is not compromised by everyday flexing during wear. Plus, by resisting the absorption of water, ion-mask[™] helps guard against stains and dirt residue.

In addition to regular demonstrations, P2i's distinctive open-plan stand at OutDoor will feature an interactive hologram, multiple screens with videos showcasing the technology, and a "duck" pond – providing an unforgettable experience for visitors. Themed around the quote by Arthur C. Clarke, *"Any sufficiently advanced technology is indistinguishable from magic"*, the stand will also host P2i's very own magician.

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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 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.