

## Press release

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### SCOTT Sports selects ion-mask™ to protect running shoe range

[SCOTT Sports](#), a leading provider of equipment and apparel for bikes, wintersport, motorsport and running, has elected to use [P2i](#)'s revolutionary [ion-mask™](#) liquid repellent nano-coating technology. From August 2011, SCOTT Sports will introduce ion-mask™ in its performance, training, and trail running shoe ranges to offer maximum comfort and performance.

SCOTT Sports decision to incorporate P2i's liquid repellent nano-coating marks a new milestone. The move sees production of ion-mask™ treated shoes pass the one million pair mark, as demand for high performing, breathable, super water- and stain-repellant footwear continues.

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. ion-mask™ gives the whole shoe (including different materials, seams and fastenings) superior water repellency, delivering two crucial benefits: it stops external water getting in and it encourages evaporated perspiration to flow out. Shoes dry out more quickly, won't get heavier over time, and maintain the natural airflow of their construction material. By optimizing temperature and 'breathability' for feet, ion-mask™ will ensure that SCOTT Sports footwear will keep feet more comfortable and dry even in wet conditions.

David Borrmann, Product Manager at SCOTT Sports, comments: "Our customers are passionate and motivated about their sport and rely on SCOTT Sports to deliver ultimate performance products for demanding conditions. It is vital that runners keep their feet dry, so we will be introducing ion-mask™ to our eRide Grip, T2, and IceRunner footwear ranges, to offer the ultimate comfort, whatever the weather. Ion-mask™ perfectly matches SCOTT's philosophy of DESIGN, TECHNOLOGY AND INNOVATION"

Stephen Coulson, CTO at P2i, comments: "SCOTT Sports is a brand with a reputation for delivering quality, high performance products, adept at dealing with the most demanding of conditions, so we are delighted that the

company sees ion-mask™ as the perfect fit for its performance, training, and trail running shoe ranges. The move also has special resonance, as it signals the continued confidence in ion-mask™, with one million pairs of shoes from a range of brands now being treated by our patented process.”

**-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 SCOTT Sports

See [www.scott-sports.com](http://www.scott-sports.com) for more information.