

Press release

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P2i named Most Innovative Company in Europe

[P2i](#), the world leader in liquid repellent nano-coating technology, has won an International Stevie Award for 2011's 'Most Innovative Company in Europe' at the 2011 International Business Awards (IBAs). Nicknamed the Stevie® for the Greek word "crowned," the Awards honor great performance in business globally.

'Most Innovative Company in Europe' was awarded to P2i in recognition of how the company's revolutionary technology challenges the way people think about everyday conventional liquid protection. For example, in just two years Aridion™, P2i's liquid repellent nano-coating for electronics has revolutionized the reliability of hearing aids, to the extent that one manufacturer has reported a 50% reduction in corrosion and moisture related damage. Now working with four of the six leading hearing aid manufacturers, P2i's Aridion™ technology has been applied to more than four million devices worldwide.

Carl Francis, Chief Executive at P2i, comments: "We have a highly innovative, fast growing and scalable business which is based on proprietary and game-changing technology. Innovation is part of our corporate DNA, so we are extremely proud to receive this prestigious award.

"Originally developed to protect military clothing against chemical warfare, our liquid repellent nano-coating is now applied throughout five key sectors: Electronics, Lifestyles, Life Sciences, Filtration and Energy, Military and Institutional. We are building on our cutting edge technology in liquid repellency by moving into anti-microbial, anti-scratch, anti-stain and other functional nano-coatings as well."

International Stevie Award winners were selected from more than 3,000 entries received from organizations and individuals in more than 40 nations. Winners were determined through two rounds of judging by 200 professionals worldwide. The Awards will be presented at a gala event on Tuesday, 11 October in the Emirates Palace Hotel in Abu Dhabi, United Arab Emirates.

“Entries to the International Business Awards grew by more than 80% this year, and that illustrates the increasing importance of the IBAs worldwide,” said Michael Gallagher, president of the Stevie Awards. “We congratulate all of the winners, and we look forward to recognizing them for their achievements at our gala event.”

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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.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.stevieawards.com.

Location hosting patron for The 2011 International Business Awards is the Ministry of Foreign Trade of the United Arab Emirates. Premier sponsors include IBM Netezza and Smart Reader® Worldwide. The Korea Business Communicators Association is the national sponsor for South Korea. Localization sponsor of the 2011 Stevie Awards is SDL. Location hosting supporters of the 2011 IBAs include Abu Dhabi Department of Economic Development, Abu Dhabi Chamber of Commerce & Industries, Dana Gas, the Gemological Institute of America and The International Business Times.