

## K-Swiss Chooses ion-mask™ to Revolutionize its Premium Sports Footwear Portfolio

K-Swiss has teamed up with P2i in a move which is set to revolutionize the performance of its two latest product lines: The Kwicky Blade- Light™ and California™, debuting at retail outlets in February 2011.

In a statement, David Bond, Vice President of Product for K-Swiss Inc, explains: "The ion-mask™ technology blew our elite athlete wear testers away. They found our running shoes, when treated stayed dry and light even in extreme conditions."

Dr. Stephen Coulson, P2i's CTO adds: "The recognition by this prestigious footwear brand, of the benefits which can be achieved with our revolutionary liquid repellent nano-coating technology further validates the effectiveness of ion-mask™."



DESIGNED IN  
CALIFORNIA

To read the press release in full, [click here](#)

## P2i Features in Future Materials Magazine

P2i's nano-coating technology received in-depth coverage in the July/August issue of *Future Materials* magazine. In this issue, Editor Jonathan Dyson analyzes the power of nanotechnology and the role ion-mask™ technology played in the 'Liquid Mountaineering' [YouTube viral sensation](#). A detailed discussion is available in the [news brief](#).

Finally, in the feature article, Dr. Stephen Coulson explores how nanotechnology is changing the face of [filtration](#).

## P2i Launches YouTube Channel

### In This Issue

**K-Swiss Chooses ion-mask™  
Technology**

**P2i Features in Future  
Materials**

**P2i Launches YouTube  
Channel**

**Keep Up To Date with P2i**

### P2i Downloads

For Fast Facts, Technical  
Papers and FAQs [click here](#)

### 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.

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P2i recently launched its YouTube channel which will showcase all P2i and related videos. You can watch all the videos and subscribe to the channel by visiting - <http://www.youtube.com/user/P2iLabs>

## Keep Up To Date With P2i

Visit our website for more information: [www.p2i.com](http://www.p2i.com)



## P2i Technology

P2i's technology works by applying a nanometre-thin polymer layer over the entire surface of a product. Using an ionised 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).

[Find out more about our technology](#)