

Timberland to use ion-mask™ Technology on New Footwear Styles

The Timberland Company, has signed-up to use P2i's ion-mask™ technology to create a new generation of footwear that will transform traditional expectations of weather protection, comfort and performance.

John Healy, General Manager of Timberland's Invention Factory comments: "With ion-mask™, we are able to offer truly breathable, summer-weight canvas shoes that are super water- and stain-repellent".

Set to debut in Spring 2011, P2i's ion-mask™ will be used across 17 Timberland styles.

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



P2i Opens First ASPAC Office

P2i has now consolidated its growing presence in the Asia Pacific (ASPAC) region with the opening of a new office in Singapore.

Simon Kellard, P2i's Group Operations Director who has relocated from the UK comments "As much of our customer's manufacturing is undertaken across the Asia Pacific region, managing this growth on the ground in Singapore allows us to offer 'real time' support whilst also developing new relationships".

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

P2i Launches the P2i Blog

P2i have just launched the P2i Blog which will post articles on the latest news, press releases and events P2i attends as well as speaker summaries.

The blog, which will be updated regularly will also host links to all our social media platforms. You can find out more and subscribe to the blog by visiting - <http://p2ilabs.blogspot.com>

In This Issue

Timberland uses P2i Technology

P2i Opens ASPAC Office

P2i Launches the P2i Blog

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.

Contact details:
Tel: +44 (0)1235 833100
Fax: +44 (0)1235 861214
Email: info@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

Keep Up To Date With P2i

Visit our website for more information: www.p2i.com



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](#)