



P2i @ Mobile World Congress

Aridion™, P2i's revolutionary liquid repellent nano-coating technology for electronics, took the Barcelona Mobile World Congress by storm this February as P2i became one of the most tweeted words at the event.

Following research which identified 43% of people in the US would be put off buying an expensive mobile phone for fear of accidentally damaging it, P2i was eager to demonstrate to providers directly how effective the Aridion™ technology is at reducing water, oil and corrosion damage.

Anticipating the need for enhanced protection of high-tech devices, P2i launched the Aridion™ 400, a high-capacity processing machine which is proven to provide invisible protection against damage, corrosion and staining caused by liquids, ensuring mobile phones always look and perform at their best, while minimizing warranty failure, repair costs and down-time from the network.

The buzz around the P2i booth was mirrored in a wave of Social Media responses with the tradeshow doubling traffic to the P2i website and dramatically increasing presence on Twitter. The tissue demonstrations were appealing video footage as Microsoft's Channel 9 interview with P2i was viewed over 10,000 times and selected as the highlighted video on their YouTube site. Click the picture below to watch the interview.



P2i will build on the successful launch of the Aridion™ 400 by showcasing the Aridion™ 8, a versatile bench top machine for the hearing aid industry, at the AudiologyNOW tradeshow in Chicago this April, Stand 1371.

Timberland launch "Repel Wet"

The Timberland Company have demonstrated their continued commitment to water-resistant footwear this month by revealing their new Spring collection featuring ion-mask™ technology by P2i and accompanying marketing campaign promoting "Repel Wet".

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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 Technology

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

ion-mask™ revolutionizes the performance of footwear as it keeps wearers comfortable and dry by resisting water from the outside and maintaining optimum control of temperature and breathability.

Mr John Healy, General Manager of Timberland's Invention Factory explained the attraction of working with ion-mask™ technology is the ability to offer truly breathable, summer-weight canvas shoes that are super water- and stain-repellent.

The "Repel Wet" campaign can be found [here](#) and features a series of videos explaining the technology, the inspiration for the shoes, and shows the products in action.



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](#)

P2i takes centre stage at BIOMED

Principal Chemist, Dr Delwyn Evans received great adulation at the recent BIOMEDevice conference in Paris for P2i's contribution to championing the use of nano-coating technology in medical devices.

The paper entitled "Cost-Effective Nano-Coating Protection of Medical Devices" highlighted the ability of P2i's technology to optimize surface properties to maximize liquid repellency, protecting devices from liquid ingress and reducing the potential for cross-contamination.

Dr Evans explains: "The nanoscale coating can be tuned to deliver a range of surface modifications that can improve the performance and reliability of medical devices".

As a commercially successful innovator which is growing rapidly, P2i will be speaking at a range of events throughout the year including Filtech, a Filtration event in Germany this March.

Check out P2i's attendance at future events [here](#).



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