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The Monthly Droplet

July 2011

## Winner - Most Innovative Company of the Year in Europe

P2i is proud to announce that it has won an International Stevie Award for the Most Innovative Company of the Year in Europe.

Recipients of the International Stevie Awards were selected from more than 3,000 entries received from organizations and individuals in more than 40 nations. Focusing on the introduction of P2i's liquid repellent nano-coating technology to the electronics sector the application received high scores through two rounds of judging by close to 200 professionals worldwide.

Nicknamed the Stevie® for the Greek word "crowned," the awards will be presented to honorees at a gala event on Tuesday, 11 October in the Emirates Palace Hotel in Abu Dhabi, United Arab Emirates.

For further information please click [here](#).



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## P2i @ EU OutDoor 2011

P2i was proud to present **ion-mask™ technology** for footwear at the EU OutDoor 2011 show in Friedrichshafen this month, marking the milestone of over 1.5 million pairs of shoes benefiting from the revolutionary liquid repellent nano-coating.



Although this was the first trade fair for ion-mask™, brand recognition was high with many visitors already aware of the benefits provided by ion-mask™, including breathability, durability, lightweight and stay-dry performance.

ion-mask™ has already been adopted by eleven of the world's leading footwear brands, including adidas, Timberland, Scott, Mizuno, Hi-Tec, K-Swiss and Teva, which benefit from a level of liquid repellency and breathability that previous generations of membranes and thick chemicals simply cannot match.

Furthermore the application process is solvent-free and uses only tiny quantities

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of protective monomer, meaning there is minimal waste and no adverse impact on the environment.

Maintaining the momentum from the EU OutDoor 2011 show, P2i will also be represented at the Outdoor Retailer Summer Market in Salt Lake City from the 4<sup>th</sup> to the 7<sup>th</sup> of August.

For further information on events please click [here](#).

## P2i Global Staff Day

With operations spanning three continents P2i appreciates the need for as many staff as possible to gather once a year to discuss the vision, goals, ambition, priorities, challenges and next steps in the exciting journey of success for the world leader in liquid repellent nano-coating technologies.



This month over 100 staff gathered at Milton Hill House for inspirational presentations from the leadership team highlighting the commercial successes in the key market sectors of Electronics, Lifestyle, Life Sciences, Filtration & Energy, and Military & Institutional.

Themed around the quote by Arthur C. Clarke, "Any sufficiently advanced technology is indistinguishable from magic" the day featured Hannibal - P2i's own corporate magician.

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