



The world leader in
liquid repellent
nano-coating technology

The Monthly Droplet

June 2011

ion-mask™
Technology by P2i



P2i to attend OutDoor 2011

P2i is preparing to share the magic of the [ion-mask™](#) technology at the [OutDoor 2011](#) tradeshow in Friedrichshafen, Germany on the 14-17th of July in Hall B4 at Booth 302.

OutDoor is the first trade fair for the ion-mask™ brand and provides an opportunity for P2i to display this game changing technology which ensures superior liquid repellency to the footwear industry.

The booth focuses on the benefits of the ion-mask™ technology which resists the absorption of water, sweat and dirt, keeping footwear dry, lightweight and looking new for longer.

Unlike membrane technologies, ion-mask™ is not a physical barrier, and as it is applied at a nanoscopic level it maintains the natural breathability of the footwear fabric maintaining maximum levels of comfort for wearers.

As well as the on-booth magician, hologram display and demonstrations, this show will also see the launch of Splash, the P2i rubber duck. 800 P2i ducks will be up for adoption at the show with people tasked to take photos and video footage of their new duck on an adventure.



For further information on the OutDoor trade fair click [here](#).

From Small Science to Big Business

Following the commercial success and global dominance of P2i in liquid repellent nano-coatings, P2i's CTO, Dr Stephen Coulson was invited to speak at the [NanoMaterials™](#) 2011 conference in London on the 9th of June.

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P2i Downloads

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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 an ionised gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil and

Presenting, 'From Small Scale Science to Big Business', Dr Coulson was able to highlight the commercial success of ion-mask™ through the ongoing commitment and support of brands such as Hi-Tec, who have applied the technology to over one million pairs of shoes.



As a commercially successful innovator P2i has demonstrated that it is a results-based customer focused organization that can deliver on a global scale.

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

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 is now on FACEBOOK!

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

