P2i The World leader in liquid repellent nano-coating technology

Background
P2i has its origins as a project within the UK Government's Defence Science & Technology Laboratory (Dstl). It was developed in conjunction with Dr Stephen Coulson at Durham University to respond to a need to make soldiers' protective clothing more effective against chemical attack whilst maintaining comfort.

Ploughshare Expertise
Ploughshare Innovations expertise lies in finding commercial applications for technologies developed at Dstl and enabling Technology Transfer to industry. Ploughshare industry specialists recognised the very significant opportunity presented by this innovative technology.

Supported by market research and the establishment of a company structure that would attract major investors; P2i Ltd was established as a company in 2004 as the first spin-out company under Dstl’s Technology Transfer commitment.

Market Knowledge
Whilst developed for a specific purpose for the MoD it’s subsequent potential continues to grow. Initially it has found licensing success with major footwear manufacturers in order to waterproof their products.

It allows breathability whilst maintaining the original, qualities of the materials to function as designed without requiring an additional membrane or losing any of the original performance of the product design/structure.
Market Development

Through continued involvement as shareholders Ploughshare has been able to offer continued input and insight in to developing P2i further.

The product has been sub-branded as ion-mask and can be seen in many occurrences on the high street under brands that are household names.

Taking the capability further Aridion now offers the same industry leading product benefits to be applied to electronic devices, protecting them from damage due to contact with or immersion in water.

Drinks being spilt on mobile phones and PDA’s or being dropped in to the toilet is one of the largest reasons for insurance claims this naturally presents an even greater market growth opportunity for P2i and its investors.

As a result P2i’s intellectual property is protected across the world by 46 patent families, three of which are defended by the UK Government. P2i has the sole, royalty-free, worldwide licence to the platform technology developed by the Dstl initiative.

Our awards

In June and July 2009 alone, P2i scooped the Oxfordshire Business Innovation Award and the Institute of Materials, Minerals and Mining’s Gold Medal.

Other accolades include:

- Company Clothing Industry Awards 2009
- Footwear Innovation Award
- ISPO BrandNew 2008 Functional Sportswear Award
- Monetary Intelligence 2008 Award for Excellence
- Golf Europe 2008 ‘Best In Show’ Innovation Award
- WSGN Innovation Award 2008
- Premio Muy Interesant a la Innovación 2008
- Materialica Design and Technology Award 2008

Our investors

P2i has received investment from Swarraton Partners, NAXOS Capital Partners, Porton Capital Limited, Unilever Ventures, the Rainbow Seed Fund, the UK Government’s Defense Science & Technology Laboratory (Dstl) and Durham University.

IP Protection for Inventors

One of the reassuring factors of investing or licencing MoD developed technology is the extensive and robust protection that has been undertaken to protect the MoD’s intellectual property.

Now there is no excuse; not only can you keep your feet dry, P2i can now keep your phone or MP3 player dry too when running or walking, whatever the weather.

Licensing & Partnering Opportunity

For information about other technologies available for license, please contact us:

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