

## **"NANOFICS" BECOMES THE LEADING NANOCOATING TECHNOLOGY PLATFORM TO WATERPROOF ELECTRONIC DEVICES**

**Demonstration of technology and new partnerships presented at CES 2013 in Las Vegas, January 8 to 11.**

January 7, 2013 - Oudenaarde, Belgium.

Belgium based Europlasma, a world leader in the design and manufacturing of low pressure plasma equipment since 1993, is happy to announce the expansion of its global network of "Nanofics" licensees, opening more than 25 coating centers worldwide to waterproof electronic devices.

"Nanofics" refers to **nanoscaled functionalization** into the core of **complex shaped materials and products**. It is Europlasma's patented and patent pending nanocoating technology platform, first developed by Europlasma and applied on industrial scale in 1998.

During CES 2013 Europlasma will be demonstrating the Nanofics technology at the Mirage Penthouse Suites.

Europlasma is also excited to participate in the launch of the new brand DryWired ([www.drywired.com](http://www.drywired.com)) at CES 2013, LVCC South Hall 2, booth 25733. The DryWired brand will be used by Europlasma's retail partners in Latin America (LATAM), with coating centers for hand held electronic devices opening in the region soon.

Europlasma's partners in the Middle East and North Africa region (MENA) have recently installed coating centers in Beirut and Dubai to launch the technology under the Aquacoat brand name ([www.aquacoat.co](http://www.aquacoat.co)).

In China the business of Europlasma partner Hydrowarriors ([www.hydrowarriors.com](http://www.hydrowarriors.com)) is growing rapidly with the installation of fifteen coating centers in some of the main Chinese cities, including Dongguan, Chongqing, Shenzhen, Qindao, Beijing, Shanghai, Guangzhou, Chengdu, Fujiang, Xian, Hangzhou, Hong Kong and Macau.

Also in Europe the use of the Nanofics platform is increasing rapidly, with two coating centers for handheld electronic devices opening within the coming weeks, one for Belgium, The Netherlands and Luxemburg (Benelux), and another one for Germany, Austria and Switzerland (DACH).

Europlasma's Managing Director Filip Legein comments: "as the true pioneer in nanocoating technology, we are happy to see that 15 years of intensive R&D by the Europlasma team has resulted in a growing number of markets and applications, such as air filtration products, functional textiles, medical devices, and now

electronic devices. In electronic devices it has become clear that the end customer is willing to pay for additional protection against water damage. It is interesting to see how the retail market is also driving the manufacturers to adopt the technology on a wider scale. This has created a steep growth in demand which Europlasma is able to meet with a reliable technology platform, running on industrial scale of equipment.”

If you like to set up a private meeting at the Mirage Penthouse Suites, please contact Dave Lindberg at [dave@nanofics.com.hk](mailto:dave@nanofics.com.hk) for confirmation of suite number and timing, or drop by to see the Europlasma representatives at LVCC South Hall 2, booth 25733.

Europlasma is looking to further expand its network in North-America, Asia, and other regions. If you would like to become a licensee for the Nanofics technology for an available territory or field of use, please contact Filip Legein at: [filip.legein@europlasma.be](mailto:filip.legein@europlasma.be).

For press inquiries, please contact our marketing representative Gretel Matthys at: [press@europlasma.be](mailto:press@europlasma.be).

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