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Nano for the Masses

*Long heralded for its healthcare, environmental and biotech implications,
nanotechnology (finally) enjoys a consumer debut*

Seattle, Wash. — Everything is big in America. Houses are big. Cars are big. Heck, *we're* big. So it's a bit ironic that the next big thing to hit the States will be very small indeed.

Nanotechnology, a field of engineering science that works with matter on an ultra-small scale and is science's current darling, has been successfully utilized to usher in remarkable breakthroughs in myriad scientific venues, including healthcare and biotechnology. Until recently, however, its consumer implications have been largely untapped in the U.S.

Enter NanoSafeguard (www.NanoSafeguard.com), a recently launched Seattle-based company whose sole focus is on nanotechnology-enabled consumer products. The company focuses primarily on surface sealants for everything from car windshields to bathroom tiles, furniture upholstery to backyard patios.

"Nanotechnology has enabled us to develop a completely new type of sealant," said Kenneth Hansen, sales director and co-founder of NanoSafeguard. "Unlike most sealants, whose applications form coatings on top of surfaces, ours actually bond with surface particles on a molecular level, providing an incredibly strong and durable seal that protects whatever it's applied to."

Although the technology employed by NanoSafeguard is quite complicated, its basic premise is just the opposite. By forming an invisible membrane with the surface particles, it minimizes contact between said surface and foreign matter, effectively rejecting water, dirt and other pollutants, and preventing corrosion and other damage.

The results speak for themselves. "Imagine spilling red wine on your white couch and watching it bead up and roll right off," Hansen said. "Imagine reducing the amount of time spent cleaning your bathroom by half, or removing the algae from your boat by simply taking it out for a spin. There is virtually nothing you cannot apply NanoSafeguard products to in order to achieve similarly remarkable results."

NanoSafeguard's products are undeniably unique. But it's in an industry crowded with companies also claiming to use nanotechnology, claims that frustrate Hansen. "It's a marketing gimmick," he said. "'Nanotechnology' has turned into a buzz word that everyone wants to tout. But most companies in this space only use nanotechnology while manufacturing their wares, whereas our products work through nanotechnology. They *are* nanotechnology."

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The microscopic chemical bond formed by NanoSafeguard's products, which are completely safe and environmentally-friendly, ensure the surfaces to which they're applied – whether camping gear or outdoor decks, wedding dresses or cars – are not affected visually whatsoever. They retain their original color, look, feel and breathability.

Hansen and NanoSafeguard are currently developing scores of new products. For now, however, he's delighted to introduce the American market to products originally developed – and highly lauded and sought after – in his native Europe.

2-K Auto Paint Sealant

Protects a car's paint and bodywork by increasing weather resistance, preventing corrosion and the adhesion of dirt and other pollutants, and increasing its scratch-resistant properties.

2-K Marine Sealant

This particular sealant repels aqueous and oily liquids; prevents the adhesion of mussels, algae, dirt, and other foreign matter; and makes boats' surfaces easier to clean and more scratch-resistant.

Auto Glass Sealant

Its hydrophobic (water-repellent) properties greatly enhance visibility and safety. In fact, when traveling at 50 mph or higher, windshield wipers are not needed; NanoSafeguard repels the raindrops and the wind takes care of the rest. A university study indicates the increased visibility improves driving response time up to a full second or more – at highway speeds, that's almost four car lengths of extra stopping distance.

Glass & Ceramics Sealant

Prevents build-up of dirt, limescale and other pollutants, helping keep homes hygienic and saving time, money and effort spent cleaning. Ideal for sinks, showers, bathtubs, toilets, bidets and any household glass such as shower screens, windows and mirrors.

Textile & Leather Sealant

Prolongs the life of clothes and upholstery by forming an invisible coating that protects any type of fabric – including cotton, wool, silk, synthetics (polyester, rayon, etc.), leather and suede – from dirt, stains and moisture.

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About NanoSafeguard

NanoSafeguard is a Seattle-based company that uses the most sophisticated nanotechnology to create high-grade, professional surface treatments for a wide range of materials, including wood, stone, concrete, textiles and leather, metal, tiles, wheels and glass. Its products are manufactured by means of a unique composition of nano particles that interact with each other and work together on a molecular basis; when applied to surfaces, these particles form a transparent membrane that rejects water, dirt and other pollutants, and prevents corrosion and other damage. NanoSafeguard customers represent individual consumers as well as business and civic entities. For more information please visit www.NanoSafeguard.com