

## NanoSafeguard Re-Launches; Introduces New Products, Launches e-Commerce Site, and Updates its Brand

**Seattle – October 10, 2009** – NanoSafeguard ([www.nanosafeguard.com](http://www.nanosafeguard.com)), one of the only companies in the world to provide surface treatments empowered by nanotechnology, today announced the re-launch of its entire corporate self.

The company's re-emergence brings an expanded product portfolio—including a treatment that renders windows self-cleaning and a new suite of products designed specifically for professionals—as well as the introduction of its e-commerce partner site, NanoEmporium ([www.nanoemporium.com](http://www.nanoemporium.com)) and an updated look that better reflects the company.

### **New Products**

NanoSafeguard treatments work by forming an invisible bond with the surface, which prevents water, dirt, oil, grease and other pollutants from adhering. Contaminants that are not completely repelled initially are easily removed; a damp cloth or mild cleanser is usually all that is needed.

In addition to NanoSafeguard's existing line of both retail and distributor-ready solutions for vehicles and homes, the company is also introducing treatments for:

- **Cooktops** – Grease and other food splatter is either completely repelled or easily removed.
- **Countertops** – Keeps granite, marble, travertine and concrete countertops clean, protected and looking new for up to *10 years*.
- **Chrome and stainless steel** – Perfect for kitchen and bathroom sinks and industrial applications.
- **Flooring** – Suitable for concrete, granite, pavers, brick, marble and wood; works both indoor and outdoor.
- **Professional line** – Titan Coat, NanoSafeguard's highly anticipated line of professional-grade products, uses specially engineered titanium dioxide "nano particles" to help prevent the accumulation of dirt and other contaminants. Titan Coat also provides self-cleaning benefits, making it ideal for a wide range of industries including hospitality, health care, property management, transportation, cleaning and janitorial services, building construction and restoration, and many more. Titan Coat treatments require special equipment (HVLP Spray) to achieve uniform application.
- **Self-cleaning windows** – Protects glass and other synthetic surfaces from being tarnished and helps prevent the accumulation of dirt and other contaminants. The applied sealant forms an invisible film on the surface that, when triggered by sunlight / UV rays in what is called a photocatalytic process, breaks down "muck" and dirt to the point that they are easily carried away by rain or water.

NanoSafeguard will also start providing a **wider variety of product sizes** to accommodate the individual consumer as well as the international distributor.

### **E-Commerce Partner**

With the launch of NanoEmporium, [www.nanoemporium.com](http://www.nanoemporium.com), consumers have easier access to NanoSafeguard surface treatments than ever. NanoEmporium is a fully automated, user-friendly site

through which consumers can purchase NanoSafeguard products using a credit card or PayPal account. Transactions are completely safe and secure through 256-bit SSL encryption.

### **Updated Look**

NanoSafeguard recently underwent a “face lift” to better represent the company, its corporate culture and brand. The updated look includes a new logo and color scheme, new packaging and branding, and a [new Web site](#) and collateral.

Unlike most products on the market, NanoSafeguard products do not contain any wax, silicone or Teflon, which can actually damage surfaces to which they are applied. NanoSafeguard treatments are disinfectant—three times as much as chlorine, in fact—and kill mold, fungi, mildew and viruses and bacteria, including those causing bird and swine flu (H5N1 & H1N1); eliminate toxic and carcinogenic gasses; deodorize the air (decompose tobacco smoke, e.g.); and are environmentally friendly.

### **About NanoSafeguard**

NanoSafeguard is one of the only companies in the world to focus solely on nanotechnology’s consumer applications. It uses the most sophisticated technology to create high-grade, professional surface treatment products for a wide range of materials, including wood, stone, concrete, textiles, leather, metal, tiles, wheels, lacquer, glass and mirrors. All products are manufactured by means of a unique composition of nano particles that interact with each other and work together on a molecular level. When applied to surfaces, these particles form a transparent membrane that rejects water, dirt, corrosion and other pollutants. Through close collaboration with top European researchers, Seattle-based NanoSafeguard provides the most advanced applications at competitive prices. Customers include individual consumers as well as business entities. For more information, please visit [www.nanosafeguard.com](http://www.nanosafeguard.com).

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