

NEWS RELEASE

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CONSUMERS BUYING LIGHTER, STRONGER, BETTER PRODUCTS

Companies using nanotechnology to improve their products gain a small edge in the marketplace

By manipulating materials on a molecular level, companies are utilizing nanotechnology to make ordinary products extraordinary. Nanotechnology allows products to have unique and more desirable qualities. Today, consumers can buy pants that never wrinkle, socks that resist odor and sports gear that is stronger and swifter—almost guaranteed to improve a person's game.

“Nanotechnology is not an elusive idea. It's an enabling technology that companies are using to improve their products.” said Jim Mason, Executive Director of Oklahoma Nanotechnology Initiative. “Businesses are applying nanotechnology to give everyday items unique properties, giving such companies a competitive edge in the marketplace.”

Here's a sampling of some products currently available to consumers:

Clothing

ARC Outdoors (Tulsa, OK) X-System boots, socks, pants and pullovers –This hunting gear was created to control the constant odor created by the human body, giving serious hunters the advantage they want. ARC products are available at Bass Pro Shops and L.L. Bean. www.arcoutdoors.com

Nano-Tex Menswear – Nano hits the runway this fall with new fashions in menswear that use Nano-Tex fabric. This fabric resists stains and wrinkles, making the clothing easy to wear and maintain. Pants are being sold through Eddie Bauer and suits have been manufactured for Perry Ellis and Hart Schaffner Marx. The company is also selling the nanotechnology-enhanced fabric to home furnishing manufacturers. www.nano-tex.com

Sports

AccuFlex Evolution Golf Shaft – As the first-ever golf shaft that incorporates nanotechnology, this product offers more durability, flexibility and a better swing. This product is sold at Oklahoma Custom Golf in Muskogee. www.accuflexgolf.com

Nitro Hockey Sticks by Montreal Sports Oy – Offering hockey players a more durable hockey stick, this new composite stick is 60 – 70 percent better impact resistant than the traditional composite stick. www.montrealhockey.com

Wilson nCode Tennis Racket - Nano-sized silicon dioxide crystals permeate the voids between the carbon fibers, strengthening the stability of the matrix. This racket is twice as strong and twice as stable as the traditional racket. It's also extremely light. www.wilson.com

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Nano bike by Easton Sports, Inc. - The Easton SLC01 Pro Machine is the world's first bicycle featuring carbon nanotube technology. Carbon nanotubes are tiny cylinders of carbon atoms that have 100 times the strength of steel but weigh considerably less. Easton has used these materials to produce a bicycle frame called the SLC01 Pro Machine, which is 23% lighter than the previous lightest model, weighing in at just 960 grams. www.eastonbike.com

Automotive

Eagle One NanoWax – This automotive wax, found on the shelves of most automotive parts shops, fills fine scratches, provides an amazing shine and leaves no wax residue behind. www.eagleone.com

General Motors Automotive Exterior - GM introduced the first commercial automotive exterior application of nanocomposite material on the step assist of the 2002 GMC Safari and Chevrolet Astro vans. In 2004, GM expanded its use of nanocomposite material, introducing it on the body side moulding for the Chevrolet Impala. GM currently uses about 660,000 pounds of nanocomposite material per year, which is the highest volume of olefin-based nanocomposite material used in the world. www.gm.com

Mercedes-Benz paint finish by DaimlerChrysler - This paint finish, which debuted with Mercedes-Benz last year, significantly improves scratch resistance compared to conventional non-metallic or metallic paint finishes, and the nano-particle clearcoat provides a noticeably enhanced sheen. www.daimlerchrysler.com

Home

NanoBreeze Air Purifier – This light-powered system decomposes allergens and kills viruses and bacteria in the air. Buy online at www.nanotwin.com.

Daewoo Vacuum Cleaner - Daewoo Electronics' Vacuum Cleaner has a specially Nano Silver-coated 'Cyclone canister' that has the effect of removing bacteria and a plethora of dust particles, eliminating odor, allergy-inducing spores, and other harmful debris. www.daewooelectronics.co.uk

Behr PREMIUM PLUS Kitchen & Bath Paint - Now available at Home Depot and other retailers, Behr Kitchen & Bath paint incorporates NanoGuard, additives that help create a harder, more durable film resistant to water, mildew, stains and grease. www.behr.com

Health & Beauty

Flex Power Joint and Muscle Relief Cream – This cream, available online, uses a technology called Flex-Somes, which is comprised of microscopic capsules that penetrate quickly and deeply to provide long lasting relief without skin irritation. www.flexpower.com

Nano skin care by Arbonne International – One of the key anti-aging elements in the NutriMinC RE9 line of skin products is what the company calls “Nanospheres,” an infusion of free radical fighting antioxidant vitamins that penetrate deep into the skin to protect, condition and adjust to the skin's specific needs. www.arbonne.com

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