



Nikwax ORSM '11 News

At the show, Nikwax is introducing a new, reformulation of its top-selling TX Direct. The new **TX.Direct® version 11.1** surpasses industry mandates for waterproofing and resiliency by 50-times, and is so effective that it offers five times more protection than the original formula. TX.Direct is perfect for reviving the waterproofing qualities of any waterproof breathable garment or tent. Great for re-waterproofing those ski pants or jackets! Check out the full press release below.

Also new at the show, Nikwax is proud to introduce its new and improved booth. The frame of this booth is made from high-grade solid Baltic birch plywood. This engineered material is light, strong and perfectly suited for the kind of rigors created by a trade show environment. It includes:

- 100-percent Forestry Stewardship Council certification (FSC) plywood with NAUF (No Added Urea Formaldehyde)
- Plywood has an environmental friendly UV finish – no VOC's!
- Plywood carries CARB Phase 2 ratings, which sets vigorous limitations on formaldehyde emissions

The frame of the booth cleverly assembles without fasteners, allowing for a quick and easy setup and breakdown.

Large fabric panels allow for a lighter shipping weight, as well as a speedy setup and easily customized messaging.

Fabric is 100-percent recycled polyester (75-percent post-industrial, 25-percent post-consumer).

Additionally, for the third consecutive year, Nikwax® has received a Sunday Times *Best Green Companies* award! Read the full release below.

These announcements help to reinforce Nikwax's commitment to upholding the highest environmental standards, and well as their dedication to continue to provide the best aftermarket care products in the industry.



Nikwax Raises the Bar with Landmark New Formula: Nikwax® TX Direct 11.1

*The No.1 Global Choice for Aftermarket Care and
Waterproofing Just Got Better!*

Seattle, Wash. (June 23, 2011) – As the global leader in environmentally safe aftercare and waterproofing solutions, Nikwax® announces the introduction of a revolutionary reformulation to its leading waterproofing product. The new **TX.Direct® version 11.1** surpasses industry mandates for waterproofing and resiliency by 50-times. This new formulation showcases Nikwax’s dedication to constant improvement.



“Here at Nikwax, our scientists never sleep as they strive to perfect even the most notable formulas we offer,” says Nick Brown, founder of Nikwax. “Whether your next adventure has you charting the seas or scaling the tallest peak, the TX Direct 11.1 will keep you warm, dry and comfortable when you need it most.”

TX.Direct® version 11.1 is so effective that it offers **five times** more protection than the original formula. Nikwax guarantees that no matter the age of the garment, you can revive it’s waterproofing qualities, perhaps making its ability to withstand the elements better now than when it was first purchased.

Nikwax has tested the new formulation in depth prior to introducing **TX.Direct® version 11.1** to the global market. Garments treated with Nikwax **TX.Direct® version 11.1** will stay waterproof for up to 40 washes and the product will provide excellent protection against any type of moisture, including salt water. What’s more, consumers can still safely use Nikwax® TX.Direct®, like all other Nikwax products, at home.

NEW Nikwax TX.Direct version 11.1 Wash-In will retail at \$13.00 (300ml) and Spray-On will retail at \$14.75 (300ml).



Green to the Core!

Nikwax® Wins Third *Sunday Times Best Green Companies* Award

Wadhurst, UK (June 12, 2011) – For the third consecutive year, Nikwax® has received a *Sunday Times Best Green Companies* award, which goes to companies that are recognized as visionaries of sustainable, environmental business practices. Nikwax® was founded in 1977 with environmental responsibility as one of its main tenets, and continues to lead by example with its staunch environmental policies. Nikwax is the only outdoor company to be honoured with the prestigious award.

Nick Brown, Nikwax® founder and MD, says, ‘Nikwax® works tirelessly within the company and with suppliers and stakeholders to remain true to our environmental commitments. Our environmental ethos is at the core of everything we do and forms an intrinsic part of every aspect of our business practice. We are incredibly proud to receive this recognition, and to demonstrate that companies of any size can be sustainable *and* profitable.’

In addition to measuring the companies corporate environmental performance, The *Sunday Times Green List* also puts great importance on employee’s perception of how well the companies execute their own environmental standards; this was another category in which Nikwax scored high.

About Nikwax®:

Nikwax® was founded in 1977 and is the global leader in environmentally safe aftercare and waterproofing solutions that extend the life and performance of technical footwear, apparel and equipment. Nikwax® uses formulations that deliver maximum effectiveness while minimizing environmental impacts and promoting sustainability. Nikwax® is the only major aftercare company to have *never used* aerosols, fluorocarbons, nor volatile organic chemicals. All Nikwax® products are fluorochemical-free, derived from nature-based ingredients, not tested on animals, and biodegradable. Nikwax® currently exports to 50 countries across the globe, is the recipient of numerous awards including the prestigious Queen’s Award (2x), *Sunday Times Best Green Award*, and the Green Apple Award, and is ISO 9001 and 14001 certified.

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