



Alexium International Group Limited
ABN: 91 064 820 408

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‘HOMETEX’™ A NEW PRODUCT EXTENSION ADDS SIGNIFICANT SALES OPPORTUNITY IN POLYESTER HOME TEXTILES AND CONTRACT MARKETS

- **Alexium Develops New Fire Retardant (FR) Chemical Package for 100% Polyester Fabric under trademark Hometex™**
- **Offers Lower Cost Solution and Key Technical Advantages over “Inherent” FR Polyester Fibers for Non Apparels**
- **Lucrative Opportunity for the Home Textile and Contract Markets**

Perth, WA and Greer, South Carolina, Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY) announced today that it has successfully developed another novel, halogen-free treatment package for sale to customers seeking to flame retard standard polyester fabrics in non-apparel applications. Alexium’s chemical package offers a number of key advantages over existing FR polyester (FRP) “inherent” fibers, such as Trevira®. Without diluting or shifting the current focus on sales of its Ascalon™, Nycolon™, and Nuvalon™ products, Alexium’s new FR chemical package will be rolled out under the brand name **Hometex™** and we are extremely excited to say that this will be made available for immediate sale with all development complete .

“Our FR chemical package, developed as a topical treatment for conventional polyester fabric, provides a lower cost and offers key technical advantages over FRPs like Trevira®. We anticipate being able to quickly launch a differentiated and value-added non apparel product - without diluting the ongoing efforts on many of our apparel applications, which require longer certification and testing cycles. This continues on with the company’s corporate strategy in being able to provide the client with options, as opposed to be limited to one product.” stated Nicholas Clark, Chief Executive Officer for Alexium.

In addition to being able to provide a lower cost solution, Alexium was able to develop a solution that overcomes many of the technical limitations of FRPs. The treatment is compatible with further topical treatments such as a water/oil repellency or antimicrobial treatments while providing an excellent, durable (50+ wash) FR performance.

“Customers demand these multi-functional fabric properties in home and contract textile applications, but FRPs have been unable to meet the demand for multifunctional treatments. Designers and users will also be excited to hear that we are working with the full color/design pallet of conventional polyester fabrics, whereas the available color/design range of FRP fabrics is generally much more limited,” added Dr. Bob Brookins, Head of Research and Development for Alexium.

Textiles made from these FRP fibers like Trevira® are permanently flame retardant due to the modification of the chemical structure of the synthetic (polyester) fiber. The resulting FRP fabric does not burn and will meet a number of industry fire protection standards; however, FRP fabrics have been limited to non-apparel application, because they do not produce a protective char once burned. Despite their shortcomings, FRPs fabrics are used widely in industry.

In 2012, one of the world’s leading FRP fiber brands, Trevira® GmbH, reported sales of 232 million euros, a production capacity of approximately 90,000 tons per annum for polyester fibers and filament yarns, and over 78% of Trevira® being sold to customers in non-apparel markets (technical fabrics, home textiles, and transportation).

In summary, the advantages of **Hometex™** are:

1. Low Cost;
2. Environmentally friendly and Halogen free;
3. Multifunction capability: compatible with further topical treatments such as a water/oil repellency or antimicrobial treatments;
4. Provides an excellent, durable (50+ wash) FR performance;
5. Ability to work with full color/design pallet of conventional polyester fabrics

For more information visit: www.alexiuminternational.com

United States Contacts

Stefan Susta
Chief Operating Officer
ssusta@alexiuminternational.com
T: +1 864.908.6946

Nicholas Clark
Chief Executive Officer
nclark@alexiuminternational.com.au
AUS +61 432.412.663
US +1 864.991.6687

U.S. Operating Headquarters

8 Distribution Court
Greer, SC 29650
T: +1 864.416.1060
F: +1 864.551.4555

Australian Contact

Gavin Rezos
Executive Chairman
grezos@alexiuminternational.com.au
AUS +61 432.412.663
UK +44 7447.560.30

About Alexium

Alexium International Group Limited (ASX:AJX, AX:AJX OTC QX:AXXIY) holds proprietary patent applications for a process developed initially by the US Department of Defense , which allows for the surface modification and attachment of nano-particles or multiple chemical functional groups to surfaces or substrates to provide functions such as water proofing, oil proofing, anti-microbial, non-stick and UV protection. Applications under development include but are not limited to textiles, paints, packaging, glass and building materials. Alexium's fire retardant treatment for 95% Nylon based products is marketed under the Ascalon™ trademark. Alexium's fire retardant treatment for nylon blended materials such as nylon/cotton (Nyco), is marketed under the Nycolon™ trade mark.