



## Chemical Innovations

### ALEXIUM INTERNATIONAL GROUP LIMITED

ASX/Media Release

1 July 2014

#### EUROPEAN SALES CYCLE PROGRESS ALEXIUM COMPLETING PRODUCTION TRIALS AT EUROFLAM ON OVER FORTY DIFFERENT CUSTOMER FABRICS

Perth, WA and Greer, South Carolina, Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY) announced today that Alexium will have this week completed production trials with its UK customer and agent Euroflam. In total, Alexium's Fire Retardant (FR treatments) will have been applied by Euroflam to over forty (40) different fabric styles from a number of different European based customers. Following successful production trials, those European customers will be able to source Alexium FR treatments on their fabrics from Euroflam or order batches of Alexium chemical formulations for their own fabric FR finishing, directly in large production volumes.

These European customers have sought production trials from Euroflam on over forty different fabric styles, primarily polyester and polyester-cellulosic blends, with Alexium's halogen-free FR treatments. This work focuses primarily in Alexium's Polytron and Omnitron FR applications on the upholstery, curtain and soft furnishings markets. These production trials have followed on quickly from successful laboratory applications and fabric testing at Euroflam. Alexium will regularly update the market on larger sales volumes following on from these production trails.

Alexium is also sourcing a European based chemical toll manufacturer to meet expected demand in Europe for Alexium's FR products. Alexium anticipates concluding an agreement shortly.

Alexium also anticipates planning further production trials for additional customers moving through the sales cycle. "In addition to Euroflam, we will be completing a number of other production trials at different customer locations in Europe. As we continue to market the Alexium brand, we are seeing more customer activity and interaction. While these customers are now purchasing trial quantities of chemical formulations, we anticipate much larger volume sales pending successful outcomes on the production floor", added Nicholas Clark, CEO and Executive Director at Alexium.

For more information visit: [www.alexiuminternational.com](http://www.alexiuminternational.com)

**U.S Contacts:**

Nick Clark  
Chief Executive Officer  
[nclark@alexiuminternational.com.au](mailto:nclark@alexiuminternational.com.au)  
U.S.: +1 864.991.6687

Julie Patrick  
Marketing & PR Specialist  
[jpatrick@alexiuminternational.com](mailto:jpatrick@alexiuminternational.com)  
U.S.: +1 864.908.6793

**U.S. R&D Center:**

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

**U.S. Corporate Office:**

148 Milestone Way  
Greenville, SC 29615  
T: +1 864.603.1165  
F: +1 864.551.4555

**Europe/Australia:**

Gavin Rezos  
Executive Chairman  
[grezos@alexiuminternational.com.au](mailto:grezos@alexiuminternational.com.au)  
UK: +44 7447.560.303  
AUS: +61 412.898.235

ABN: 91 064 820 408  
ASX: AJX

**About Alexium**

Alexium International Group Limited (ASX: AJX, AX:AJX OTC QX: AXXIY) holds proprietary patent applications for a process developed initially by the U.S. 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 fire retardancy, water proofing, oil proofing, and anti-microbial treatments. Applications under development include but are not limited to textiles, paints, and packaging, glass and building materials. Alexium's fire retardant chemical treatment are currently marketed for different fabric markets under the Ascalon™, Nycolon™, Nuvalon™, and Polytron™, Omnitron™ and Bactron™ trademarks.

