



## Chemical Innovations

### ALEXIUM INTERNATIONAL GROUP LIMITED

ASX/Media Release

23 February 2015

#### **ALEXIUM LANDS SECOND COMMERCIAL SECTOR ACCOUNT First Sales for Flame Retardant (FR) for Natural Fibers Alexiflam W and Alexiflam NF**

Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY) announced today the acquisition of a second ongoing commercial sector contract to supply Alexium's environmentally friendly, novel FR chemistries for end-user flame retardant consumer goods in the cotton and wool sector. This new contract account is an important milestone for Alexium as it marks the first goods to reach end customers using one of Alexium's two brand new, environmentally-friendly flame retardants to treat NATURAL FIBERS (cotton, wool & rayon), Alexiflam W and Alexiflam NF.

Whilst this first account in this sector is anticipated to generate a relatively modest initial revenues, however Alexiflam W and Alexiflam NF are expected to have significant potential to displace decades-old treatments for natural fibers which are heavily relied-upon but require specialized equipment, expensive chemistries and significant cost due to waste.

Alexium CEO, Nicholas Clark stated "for almost three years now, Alexium has concentrated on novel, environmentally flame retardants for synthetics because the lack of durable environmentally friendly solutions in that market space. To now have launched our first inexpensive, environmentally-friendly flame retardants for NATURAL FIBERS which can displace decades-old workhorse chemistries, and for that chemistry to be immediately adopted in the marketplace is truly exciting for Alexium. What I am pleased to see is that Alexium continues to be able to sell products, and this is consistent in our 2015 strategy of consistent market penetration"

Revenues for this contract will begin to ramp up near the start of Q2 of 2015. Alexium will continue to inform the market as additional accounts are signed in natural fibers, synthetics, blends and the defense sector.

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: +1 864.752.6465

**U.S. Corporate Office:**

148 Milestone Way  
Greenville, SC 29615  
T: +1 864.603.1165  
F: +1 864.752.6465

**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.

