



## CHEMICAL INNOVATIONS

ALEXIUM INTERNATIONAL GROUP LIMITED

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### **Alexium Receives First Purchase Order for ALEXIFLAM SYN-FILL™ Launching New Product in the Plastics Market**

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#### **Highlights:**

- Alexiflam Syn-Fill™ is an environmentally friendly, non-halogenated Fire Retardant (FR) product for non-textile markets;
- Alexium has received its first Purchase Order in the plastics sector;
- Global FR market size, outside of textiles, is estimated to be US\$6.6 billion p.a. by 2019;
- Alexiflam Syn-Fill™ applications include: adhesives, laminations, resins, films, coatings and masterbatch processes;
- Potential end uses cover a wide range from electronics to engineered molded plastics to building construction to industrial fibers.

**Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY)** is pleased to announce it has received its first purchase order in the plastics market. The purchase order is a result from Alexium's newest product launch, Alexiflam SYN-FILL™ — the Company's first-ever environmentally friendly, non-halogenated FR product targeted for the non-textile markets.

This is a pivotal development for Alexium given it is the first revenue outside of the initial target market of textiles.

According to the MarketsandMarkets analysis, detailed in a press release earlier this year, the FR markets outside of textiles are projected to have revenues of US\$6.6 billion by 2019.<sup>1</sup> Due to the size of these markets, Alexiflam SYN-FILL™ was developed and validated for use in a variety of applications including: adhesives, laminations, resins, films, coatings and masterbatch processes. Potential end uses range from electronics, engineered molded plastics, building construction to industrial fibers.

<sup>1</sup>[alexiuminternational.com/announcement/independent-market-analysis-of-global-flame-retardant-chemistry-market-validates-potential-of-alexium/](http://alexiuminternational.com/announcement/independent-market-analysis-of-global-flame-retardant-chemistry-market-validates-potential-of-alexium/)

“As Alexium’s FR technology advances, the range of markets where they are applicable grows as well. This expansion into non-textile applications is a natural evolution of our work,” said Dr. Bob Brookins, Vice-President of Research and Development.

In addition to this particular purchase order in the plastics sector, Alexium is also in various stages of development and production scale-up with several other companies around the world using Alexiflam SYN-FILL™. Early test data from these full-scale efforts have replicated our high performance lab-scale observations.

“Expanding the Alexium FR product line into the large non-textile markets, where brominated and halogenated FR products have been the mainstay over many years, has always been a key plank in our growth strategy. Our ability to provide an environmentally friendly, cost effective and performance enhancing FR solution as a safe and effective replacement technology in these large and valuable markets is a further demonstration of the depth of our capabilities in the FR area.” –Alexium President, Dirk Van Hying

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## 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™, Polytron™, Omnitron™ Bactron™ and Alexiflam™ trademarks.

