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## Alexium Launches New Website to Reflect Expanding Product Line and Market Applications

### Highlights

- Greater depth of customer-centric content about market applications and product solutions
- Refreshed brand positioning strategy to profile innovation techniques and highly collaborative process
- Improved organization and mobile-friendly, responsive navigation

**Greer (South Carolina, US) – 30 June 2020:** Alexium International Group Limited (ASX: AJX) announced the launch of an expanded website ([www.alexiuminternational.com](http://www.alexiuminternational.com)) making it easier for current and prospective customers to engage with them on any device.

*“Over the last couple months, the Commercial team overhauled our website to better position our brand and get to the root of customer challenges,”* said Dr. Robert Brookins, Alexium Chief Executive Officer. *“I’m extremely proud of the end result allowing not only customers but investors, industry influencers, media and the like to stay up-to-date with an enhanced user experience.”*

The enhanced functionality of the new platform helps the Alexium team quickly identify and address the challenges today’s customers are facing with respect to cooling and flame-retardant solutions across a range of uses and applications. Visitors have multiple means to simplify their product search including a “What’s Your Challenge” advanced site-wide search bar on the home page.

Alexium is known for their collaborative approach through 1:1 interaction and decided to take the same approach to their digital presence. Whichever method visitors choose they’ll be able to learn more about Alexium’s brand story, creative problem-solving process, product solutions and market applications.

The website initiative was led by Allen Reihman, Alexium’s Chief Commercial Officer in partnership with 360 Degrees Advertising (<https://www.360degreesadvertising.com>) and OneSeven Media. The marketing team will continue to add new content on a regular basis including a monthly blog with stories authored by Alexium associates. Be sure to sign up for the blog at [www.alexiuminternational.com/blog](http://www.alexiuminternational.com/blog)

to keep informed on the latest industry trends and research, as well as interesting FAQs and insights that dive deeper into Alexium's experience and passion for their craft.

### **About Alexium International Group Limited**

Alexium International Group Limited (ASX: AJX) is a performance chemicals provider for advanced materials applications with a focus on flame retardancy and thermal management. The Company is driven by an innovation model for addressing market gaps with patent-protected technologies. These environmentally friendly solutions have applications for several industries and can be customized to meet customer needs. Key markets for Alexium are military uniforms, workwear, and bedding products. Alexium brands include Alexicool® and Alexiflam®. For additional information about Alexium, please visit [www.alexiuminternational.com](http://www.alexiuminternational.com).

Authorised for release by Ms. Rosheen Garnon, Chair of the Board of Alexium International Group Limited.

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