



## Eco-Friendly FR Solutions

### ALEXIUM INTERNATIONAL GROUP LIMITED

ASX/Media Release

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#### **ALEXIUM INCREASES SALES AND PRODUCT DEVELOPMENT STAFF TO MEET MARKETPLACE DEMAND FOR ALEXIUM FLAME RETARDANT SOLUTIONS**

**Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY)** is pleased to announce the hiring of two additional staff members for the sales team and a new Head of Product Development due to the increasing demand for Alexium's environmentally friendly, durable and performance enhancing flame retardant solutions.

#### **Steve Gravlee – Senior Sales Associate**

Alexium's new Senior Sales Associate, Steve Gravlee, has 25 years' experience in the flame retardant home furnishings market at industry leaders such as ITG/Burlington Industries, Tietex International, Performance Fabric and Fibers LLC and Beverly Knits. During those 25 years, Steve held VP of Sales and Marketing roles in the bedding industry as well as the window and contract fabrics industry, directly supporting customers such as Levolor, Steelcase, Hunter Douglas, Springs Window Fashions and a wide range of suppliers into the \$7 billion mattress industry. In addition to his vast sales and marketing experience, Steve brings to Alexium an in-depth knowledge of the manufacturing operations of customers, having held Operations and Manufacturing Management roles at both Burlington Industries and Tietex International. Steve will join Alexium on April 20, 2015 and is expected, with his experience and connections in the FR fabrics industry, to have an immediate impact on the sales conversion of the opportunity pipeline.

#### **Nicole Graver – Technical Sales Representative**

Also joining Alexium's sales team is Technical Sales Representative Nicole Graver. Nicole is a key addition to our sales staff with a strong background in chemistry and quality control and technical sales. Nicole will serve as a key bridge between the needs expressed by our customer and the technical communication to the product development staff. Nicole will work directly with Head of Business Development Jon Heard, Technical Sales Specialist Mark Valdario, and Steve Gravlee to identify new opportunities, transfer those efficiently to our Product Development Team, and aggressively drive revenue towards our growth targets.

## **Reginald Didier – Head of Product Development**

Alexium is excited to announce the hiring of its new Head of Product Development, Reginald Didier. Alexium has received significant demand for custom FR formulations and Reggie brings to Alexium over 25 years of experience in bench and process chemistry and in developing and scaling up custom formulations in the textile, transportation and construction industries.

Reggie has spent most of his career at Collins & Aikman and Royal Adhesives/Parachem, where he had made a career of understanding a wide range of chemistries available in the marketplace and combining new and unique chemistries to produce robust customized formulations launched into markets such as automotive and upholstery textiles, roofing, filtration media, paper and floorcovering. With this extensive background and experience, Reggie will be able to immediately step into his new role and incorporate Alexium's Alexiflam fire retardant chemistry line into a wide range of customer own functional formulations, and, using his extensive network in the chemical and textile manufacturing industries, accelerate sales conversion and reduce our time to market for customized products.

Jon Heard, Head of Business Development and Marketing stated, "The appointment of two new sales staff, comes at the right time, where we are seeing increased demands for our chemistry from new customers as well as increasing demands from our existing sales relationships resulting from continuing positive results in our customer's facilities. This will also allow the sales team to expand Alexium's geographical presence, to ensure that we build on our present workbook of US domestic customers"

Nicholas Clark, CEO and Executive Director stated "The hiring of two new experienced sales staff as well as a seasoned professional in the textile industry for commercial role out as our Head of Product Development, reflects the strong growth in our business. The start of the second quarter has seen continued sales conversion and rising demand. The year ahead looks very positive."

For more information, visit Alexium's website at [www.alexiuminternational.com](http://www.alexiuminternational.com).

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