



## Britanik Joins the LiquiGlide Advisory Board

*CPG Marketing Thought Leader Joins Slippery Coatings Leader, Accelerates Go-to-Market Strategy*

**Cambridge, Mass. – February 2, 2016** – LiquiGlide Inc. today announced that Thomas P. Britanik has joined its advisory board, bringing nearly 30 years of consumer brand management and marketing experience to the slippery coatings company. Britanik joins the advisory board as an independent consultant, having previously served as Senior Vice President – Chief Marketing Officer at The Clorox Company and as a Marketing Director at Proctor & Gamble.

“LiquiGlide’s innovative coating technology provides a unique marketing opportunity with enormous potential,” said Britanik. “Communicating the value to consumers and manufacturers, and building the LiquiGlide brand into a household name are critical elements of the company’s strategy, and areas where my expertise can help. I’m looking forward to working closely with LiquiGlide’s executives to help them achieve commercial success, in part because I believe their technology can make a difference in the world.”

At Clorox, Britanik served on the executive committee and led the global marketing team, a role for which he was responsible for building brand value and improving marketing return on investment. His key areas of responsibility included brand management, consumer insights, advanced analytics, consumer promotion and commercial production, among other functions. At P&G, he was responsible for several multi-billion-dollar brands, focusing on business strategy, new product introductions and market research. Britanik has a bachelor’s degree in economics from the University of Pittsburgh, and an M.B.A. from Western New England College.

“Tom’s experience bringing innovative packaging solutions to the market for major consumer brands is a huge asset to LiquiGlide,” said CEO Dave Smith. “His strategic advice is helping us reach into new markets, and it’s clear that he knows what it takes to build and maintain consumer brand value for multi-billion-dollar CPG companies. Having him on our advisory board is helping us attain our aggressive goals for establishing the LiquiGlide brand and market presence.”

- To learn more about LiquiGlide’s innovative coating solutions for consumer packaged goods, visit: <http://liquiglide.com/industries/cpg/>.
- For additional information about LiquiGlide, please visit [www.liquiglide.com](http://www.liquiglide.com), contact us [online](mailto:info@liquiglide.com) or via email at [info@liquiglide.com](mailto:info@liquiglide.com).

### About LiquiGlide

LiquiGlide Inc. is the first company to create permanently wet slippery surfaces. What the wheel was to transportation, LiquiGlide is to liquids – it changes how liquids move. From oil and gas, to better packaging for consumer goods, to high-tech medical equipment, LiquiGlide’s technology allows viscous liquids to move easily. Using its patented platform, LiquiGlide can create custom coatings that work and are safe across countless consumer and industrial applications.

LiquiGlide was founded in 2012 by Dave Smith and MIT professor Kripa Varanasi to commercialize MIT’s patented liquid-impregnated surface technology. The patents are licensed

exclusively to LiquiGlide from the Massachusetts Institute of Technology and include three issued patents and more than a dozen pending. [www.liquiglide.com](http://www.liquiglide.com)

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