



## LiquiGlide Appoints Thomas Britanik as General Manager of its Consumer Packaged Goods Business

*CPG Industry Veteran Joins Slippery Coating Leader as it Unveils Commercial Availability of Coatings for Condiments, Dairy, Personal Care and Adhesives Markets*

**CAMBRIDGE, Mass. – June 6, 2017 – [LiquiGlide Inc.](#)** today announced the appointment of Tom Britanik as the general manager of the company's consumer packaged goods (CPG) business. A CPG industry veteran who previously served as Senior Vice President and Chief Marketing Officer at The Clorox Company and as a Marketing Director at Proctor & Gamble, Britanik has extensive experience in CPG business strategy, new product introductions, market research and branding.

For almost two years, Britanik served as an independent consultant on [LiquiGlide's Advisory Board](#) getting detailed experience with the company's slippery coating technology and providing insight into its CPG applications, customer value and addressable market. Britanik joins LiquiGlide in this new role as the company commercializes its first applications in packaging and unveils availability of new coatings that are custom engineered for specific CPG markets, including:

- **Condiments** (mayonnaise, dressings and dips)
- **Dairy** (cream cheese, sour cream and yogurt)
- **Oral care** (toothpaste and denture adhesives)
- **Personal care** (lotion, moisturizer, sunscreen and hair conditioner)
- **Adhesives** (general purpose glue, wood glue and caulk)

"As someone who oversaw multi-billion-dollar CPG brands, Tom understands how innovations like our slippery coatings can remove design constraints, enhance the consumer product experience and unlock new potential for marketing, sales and overall brand value," said LiquiGlide Co-Founder and CEO, Dave Smith. "We are excited to have him lead our CPG business as we reach an inflection point with the commercial availability of multiple CPG coatings."

LiquiGlide Co-Founder and Chairman of the Board, and MIT Professor, Kripa Varanasi, said: "Packages containing viscous products are ubiquitous, and the waste and consumer frustration associated with traditional packaging formats are universal. As we work with leading CPG companies to bring about a new packaging paradigm, Tom's years of experience and deep understanding of the strategy, marketing and business behind transformative packaging innovation will be invaluable."

In addition to commercial availability of the new CPG coatings, the addition of Britanik and his CPG industry expertise adds to LiquiGlide's recent momentum, including the closing of an additional [\\$16 million in funding](#), expansion of its intellectual property portfolio with the awarding of [three new patents](#), as well as the launch of its [CleanTanX™ system](#) for industrial and manufacturing applications.

"After decades of studying consumer behavior and the impact of packaging innovations, from small graphic design changes to major new form factors, I recognize the tremendous benefits LiquiGlide's technology can have both for CPG companies and their customers," said Britanik. "I

look forward to working with CPG companies to leverage LiquiGlide's innovative technology to create differentiated products that deliver the value and experience today's consumers and investors are demanding."

- To learn more about LiquiGlide's technology platform, visit: <http://liquiglide.com/tech/>.
- To see videos of LiquiGlide's technology in action, visit: <http://liquiglide.com/videos/>.
- For additional information about LiquiGlide, please visit: [www.liquiglide.com](http://www.liquiglide.com), or contact us [online](#) or via email at [info@liquiglide.com](mailto:info@liquiglide.com).

### **About LiquiGlide**

The first company to create permanently wet, slippery surfaces, LiquiGlide Inc. revolutionizes the way people and businesses move liquids by eliminating friction between liquids and solids. From reducing waste in manufacturing, to better packaging for consumer goods, to improving oil and gas infrastructure, LiquiGlide delivers slippery coatings that work and are safe across a myriad of consumer and industrial applications.

LiquiGlide was founded in 2012 by Dave Smith and Massachusetts Institute of Technology (MIT) professor Kripa Varanasi to commercialize MIT's patented liquid-impregnated surface technology. The patents are licensed exclusively to LiquiGlide from MIT and include 14 issued patents with more than 160 applications pending around the world. [www.liquiglide.com](http://www.liquiglide.com)

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