



## PRESS RELEASE

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### **BIKE INDUSTRY HEX SEALANT BRAND LEVERAGES INTELLECTUAL PROPERTY LICENSING TO ACHIEVE ENVIRONMENTAL GOALS**

One company's forward thinking approach to licensing drastically reduces carbon footprint by allowing customers to buy locally bottled sealant.

**North America & Europe** -- HEX sealant is achieving its environmental objectives by taking a page from the beverage industry playbook by offering local bottling licenses in North America and Europe. HEX believes that bottling locally will significantly reduce the environmental impact caused by shipping. HEX tubeless tire sealant was developed by the American owned R&D company, Felloe Technology Ltd., located in Taiwan. Formulations of HEX sealant are currently sold under the HEX brand as well as under several prominent brand names.

Joe Bruce, one of the inventors of the HEX technology, said "Our goal in developing HEX sealant was to create an environmentally friendly, non-toxic, sealant that outperforms other sealants currently on the market. Part of this commitment to the environment is reducing the carbon footprint created by shipping sealant. A significant part of any tire sealant is water, and it makes no sense in our minds to create a business model that needlessly ships tons of water across our oceans. We estimate that bottling locally will save 40 grams of CO<sub>2</sub> per bottle of sealant for a trans-Atlantic ocean shipment and 8,000 grams of CO<sub>2</sub> per bottle of sealant for a trans-Atlantic air shipment. Licensing our technology so that our customers can purchase sealant made locally just makes sense."

The proprietary HEX sealant technology employs a combination of mechanical and chemical actions to provide fast and reliable sealing characteristics. Development of the sealant looked at every component of the sealant with a goal of reducing its environmental impact. HEX works with latex rubber plantations to source natural latex that has been untreated with ammonia. While ammonia is used as an industry standard to stabilize latex, its serious environmental impact prompted the HEX team to develop an all natural mechanism to stabilize the latex rubber molecules in solution.

HEX sealant introduces several proprietary innovations that allows for sealing of punctures up to 6mm, is tubeless compatible, can be filled into the tire through a Presta valve, is CO<sub>2</sub> compatible, has an operating temperature of -28°C to +70°C, and has a 12 month shelf life.

For more information about how to become a licensee or distributor of HEX products please contact HEX at admin@hex.bike.

**About HEX:** The HEX brand is owned by Felloe Technology Ltd. a research and development company located in Taichung, Taiwan. Felloe focuses on development of innovative technologies for the automotive industry, bicycle industry, and military applications. HEX branded products are

imported and distributed in North America by Magnesium Applications Group LLC located in Sheridan, Wyoming.

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HEX and the HEX symbol are U.S. registered trademarks.

If you would like more information about this topic, please email Joe Bruce at [joe@hex.bike](mailto:joe@hex.bike).