

8 September 2021



**Directa Plus plc**  
("Directa Plus" or the "Company")

### **Milan Design Week Showcases New G+ Coatings**

Directa Plus (AIM: DCTA), a leading producer and supplier of graphene nanoplatelets based products for use in consumer and industrial markets, announces that its new G+<sup>®</sup> graphene coatings are being shown in two collections at the prestigious Milan Design Week being held from 5 to 10 September. During the week, the key designers, architects, creatives, producers and brands in furniture and upholstery and interior design show their new products and creations.

The Company's revolutionary new covering material has been selected for inclusion in collections being shown by two Italian companies. Plinio il Giovane is a central Milan based producer of high-end furniture and upholstery and is showcasing a collection of chairs and sofas with G+<sup>®</sup> coverings. Danese Milano, a subsidiary of lighting company Artemide S.p.A., is an innovative producer of interior design accessories and is showing a desk pad covered with the G+<sup>®</sup> coating.

Plinio il Giovane and Danese Milano both selected Directa's innovative material technology as a result of its disruptive performance compared to traditional upholstery fabrics and coatings. G+<sup>®</sup> coatings on organic and non-organic fabrics are antibacterial and antiviral against Sars-Cov-2; resistant to abrasion and wear and tear; resistant to UV light, and; thermally conductive for achieving the highest thermal comfort.

**Commenting, Giulio Cesareo, Founder and CEO of Directa Plus said:** "Upholstery and coverings represent important new markets for Directa Plus and we are very proud that our technology has been selected for inclusion by two important influencers attending Milan Design Week."

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**About Directa Plus**

Our focus is principally on the two sectors in which we have strong commercial advantage through developed and launched products and a technological lead: environmental (based on our Grafysorber® product), textiles (based on our G+® products) and, more recently, lithium-sulphur batteries. In addition, we will continue to pursue opportunities in elastomers and composites (including tyres and asphalt), also using our G+® products. All our products are hypoallergenic, non-toxic and sustainably produced.

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