

Shaffer to continue Atraverda's charge into North America

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Atraverda Limited, an advanced materials company based in Abertillery, South Wales, has made a key appointment to its senior management team with Ed Shaffer coming on board as Vice President, North American Business Development.

Ed joins Atraverda from Dow Chemical where he has spent the last 18 years in a variety of new materials development roles, most recently as New Business Development Manager for advanced battery materials in Dow's Performance Plastics & Chemicals division.

With a BS in Ceramic Engineering, and both a MS and PhD in Materials Science from Northwestern and MIT respectively, Ed's education will provide him with a sound basis from which to help customers understand the positive impact Atraverda's bi-polar technology could have on their business.

Atraverda's technology base is founded on the properties of its versatile proprietary Ebonex® Technology, a titanium sub-oxide material which has a unique combination of metallic-like electrical conductivity along with the characteristic high corrosion resistance of ceramics.

Primary applications include a bi-polar battery product which is currently in testing with some of the world's largest manufacturers. Ebonex® bi-polar batteries are an environmentally strong technology employing significantly less lead than conventional batteries. They are set to revolutionize a host of markets including standby power, mobility, military, telecoms, automotive and the emerging hybrid electric vehicles sector. Further applications of the Ebonex® technology include water and effluent treatment and the cathodic protection of concrete.

Andrew Dixey, Group CEO, said of the appointment, "The appointment of Ed is an important step forward as we strengthen our management team and look to make a real charge at the important North American market."

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