

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

**G+ Membrane for High Performance Trail Running Shoes**  
**Collaboration with norda™ on high-tech running shoes yields first product**

Directa Plus (AIM: DCTA), a leading producer and supplier of graphene nanoplatelets based products for use in consumer and industrial markets, announces that a specially developed graphene membrane is integrated into the lining of the norda™ 001 G+® Spike high performance trail shoes. The norda™ 001 G+ trail shoes are now available for consumer purchase.

Directa Plus was responsible for the G+® membrane which is integrated into the Dyneema® one-piece woven upper lining in the toe box of the shoes. This provides the runner with additional comfort due to the thermal conductivity and abrasion resistance of the graphene G+® membrane while adding almost zero additional weight. The norda™ 001 G+® trail shoes will be showcased at the upcoming ISPO Munich trade fair, the world's largest sports trade show, in January 2022.

"When we set out to create the norda™ 001, our mission was to design an ultra-strong and durable high performance trail running shoe, and do it as sustainably as possible," **stated Nick and Willa Martire, Co-Founders, norda™**. "To achieve our goal, we had to look outside of the standard materials used by the footwear industry. We realized the properties of G+® graphene are at the leading edge of everything available today."

**Commenting, Giulio Cesareo, Founder and CEO of Directa Plus said:** "The inclusion of our G+® membrane in high performance running shoes takes us into an important new market. I am delighted that Directa Plus have been able to launch this product in collaboration with norda whose sustainability agenda so closely echoes our own."

For further information please visit <http://www.directa-plus.com/> or contact:

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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.

**About norda run, inc.**

Founded in Montreal, Canada in 2020, and headquartered in the mountains of the Eastern Townships of Quebec, is a privately held footwear and apparel company. norda™ is inspired by Canada's toughest conditions, and is committed to craftsmanship in creating the highest performance products.

Norda's mission is to empower all runners to achieve their peak potential, and to provide the best performance footwear, while leaving the lightest footprint possible. Through science and cutting-edge technology, norda™ has created the world's first seamless (trail) running shoe with bio-based Dyneema®, the world's strongest fiber™ and G+® graphene, the world's strongest, lightest and most durable materials. This achievement breaks historical boundaries in the footwear industry, and proves that the highest performance, durability and sustainability are achievable together.

For more information, visit: [nordarun.com](https://nordarun.com)

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