



2016 UMass Amherst Start-up Company

Treaty LLC

www.treatyllc.com

Treaty LLC had its origins in the laboratory of Prof. Ken Carter in the Department of Polymer Science & Engineering. In a project aimed at exploring uses for natural nanomaterials, it was discovered that nanocellulose, which is derived from wood, prevents the formation of fog on any surface, including vehicle windshields, eyewear, mirrors, windows, and display screens. Dubbed “FogKicker,” available information indicates that this material is biodegradable, biocompatible, and non-toxic.

A student team led by graduate student YinYong Li won top prize in the 2015 UMass Amherst Innovation Challenge for FogKicker. Treaty LLC also won a competitive grant from the business accelerator VentureWell. Most recently, Ken Carter and YinYong Li completed the National Science Foundation’s I-Corp program, in which they spoke to over 100 potential customers to refine their product concepts.

The CEO of Treaty is Marc Gammell, a UMA undergraduate student in Sustainable Enterprise and Biotechnology at the Commonwealth Honors College. Treaty has taken an option to license UMass Amherst patent applications on nanocellulose anti-fogging agents and methods of manufacture.



Products

Based on the results of their I-Corps research, the first market for FogKicker will be for use on dive masks for scuba divers and snorkelers, a market of over 13 million potential users in the U.S. alone. Although there are other anti-fogging products in this market, FogKicker lasts much longer, and is entirely “green.”

However, there are other potential uses for increasing safety and improving healthcare. For example, fogging of endoscopes can be a problem, and FogKicker may be the solution. It may also be useful to prevent fogging of industrial safety eyewear, corrective eyeglasses, and for preventing fog on bathroom mirrors and the inside of windshields, to name but a few.

For More Information, please see Treaty LLC’s website at www.treatyllc.com, or email the company at fogkicker@treatyllc.com.