

News Release

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CHINAPLAS 2019: Small beads unleash new possibilities in sporting equipment

- **BASF's innovative Infinergy® E-TPU demonstrated in new bike saddle and other sports equipment**
- **Material helps extend endurance training while improving comfort**
- **BASF at CHINAPLAS 2019: Booth no. 11.2A41, China Import & Export Fair Complex, Guangzhou, PR China, May 21-24**

Guangzhou, China – April 4, 2019 – At CHINAPLAS 2019, BASF will showcase a new range of sports equipment innovations which demonstrate the possibilities for Infinergy® expanded thermoplastic polyurethane (E-TPU) to support endurance training and increase comfort.

One of these is a unique bike saddle, which is setting new standards in shock absorption and suspension thanks to its composition from thousands of light and highly elastic Infinergy beads. The high elasticity optimizes pressure damping in the seat area. As soon as the pressure impulse has subsided, the saddle core returns to its original shape instantly. The material retains this property, even under continuous load.

This E-TPU foam has already transformed the safety shoe and running shoe market through its revolutionary cushioning and comfort attributes.

“Whether you pursue sports professionally or for leisure, you always want the equipment that brings you safety, comfort, and fun. Consumers are becoming more aware of the materials that are used to make sporting equipment. Infinergy helps

sporting goods manufacturers to deliver enhanced product performance and improved comfort,” said Dr. Jens Peter Dierssen, Head of Global Business Management Infinergy at BASF.

The innovative material is also used extensively in a diverse range of sporting goods, delivering excellent mechanical performance for rackets and many more applications.

“Brands are continuously improving the quality, comfort, look, and image of products to match consumers’ expectations. BASF materials can help them achieve this. We will continue to innovate with sports manufacturers, as well as capitalize on the unique aesthetics of our materials – which is a key success factor in the increasingly fashion-conscious sports world,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific, BASF.

At CHINAPLAS 2019, BASF will also showcase other sports equipment and gear made of BASF’s polyurethane (PU) material. These include motorcycle protective clothing, an airless mini soccer ball, and ski boots. The material’s unique combination of toughness, elasticity, lightweight, and flexibility bring performance, durability, comfort, and precision to this sporting equipment.

For more information on BASF at CHINAPLAS 2019, please click [here](#) or follow [BASF_in_Action](#) on WeChat.

About BASF in Greater China

BASF has been a committed partner to Greater China since 1885. With larger production sites in Shanghai, Nanjing, and Chongqing, BASF is a major foreign investor in the country’s chemical industry, and operates the Innovation Campus Shanghai, a global and regional research and development hub. BASF posted sales of over €7.3 billion in 2018 to customers in Greater China, and employed 9,317 people as of the end of that year. For further information, please visit www.basf.com/cn/en

About BASF’s Performance Materials division

BASF’s Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2018, the Performance Materials division achieved global

sales of €7.65 bn. More information online: www.plastics.basf.com

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.