



Joint Press Release

BASF Media Contact:

Susan Jackson
Phone: 734-324-6546
Email: susan.jackson@basf.com

Plymouth Foam Media Contact:

Doreen Lettau
Phone: 262-995-5896
Email: doreen.lettau@plymouthfoam.com

Plymouth Foam to launch a new generation of pet toys at SuperZoo 2019 based on BASF Infinergy material

- **Plymouth presents new brand of dog toys – AIREHIDE made with Infinergy**
- **AIREHIDE pet toys are nontoxic, highly resilient, and prevent injuries**
- **Revolutionary toys will be featured at SuperZoo 2019, Las Vegas, Nevada, August 20 – 22 in booth #6268**

WYANDOTTE, MI, – August 13, 2019 – Plymouth Foam is launching its new line of dog toys under their AIREHIDE® brand which uses BASF's Infinergy® material. Infinergy is the world's first expanded thermoplastic polyurethane (E-TPU) and is used in a variety of diverse applications. The elastic particle foam can be used anywhere, where a combination of low weight, excellent mechanical properties, and long-term durability is needed.

Plymouth Foam and BASF collaborated to support dog parents offering their dogs a lifestyle that is healthy, active and fun. Studies have shown that dogs require at least 30 minutes to 2 hours of exercise or playtime every day. There is a need to ensure that the materials used in toys for one of the favourite pets are nontoxic and durable, yet gentle.

The revolutionary Infinergy material enables the AIREHIDE pet toys to be abrasion

resistant which allows for toys to better withstand the force from sharp dog teeth. Infinergy offers the most determined power chewers a good bite and the AIREHIDE toys stay intact.

“Producing pet toys presents a unique set of requirements – from features of safety, sustainability to ruggedness whilst still ensuring that the materials meet mechanical properties. At the same time, it has to also achieve the desired soft feel and resilience. Infinergy helps AIREHIDE fulfil all of these requirements,” said Dr. Jens P. Dierssen, Head of Global Business Management Infinergy. The nature of the material produces erratic bounces, giving the dog a different challenge with every throw. The material is also certified BPA free and is engineered to keep dogs active during all types of play.

“While our team is new to SuperZoo we are not new to pets and pet toys. We are pet people and have been working with our dogs and other dogs in field tests for nearly two years. Infinergy is the perfect material for this application and achieves our goal of creating toys that provide fun and healthy interactions between the pet parent and dog,” said David Bolland, President/CEO, Plymouth Foam. “Our new AIREHIDE brand dog toys are the first collaboration to come out of our relationship with BASF and we are excited to see what innovation comes next. “

The product will be launched at SuperZoo – the most-attended pet industry trade show in North America to be held in Las Vegas, Nevada from August 20 – 22, 2019. North American production for Infinergy is located in Wyandotte, Michigan. BASF is working with Plymouth Foam as one of their moulders to support applications in the region.

Beyond dog toys, Infinergy is also used in a wide range of proven applications that spans from footwear to sports equipment, flooring, furniture, and even in automotive applications such as car seats and airless tires. For more information, please visit www.infinergy.basf.com or www.airehide.com.

About Plymouth Foam

At Plymouth Foam, creating confidence to “do what we can’t” isn’t just our mission, it’s our commitment. With over 200 associates our people-centric culture is focused on creativity,

collaboration and innovation through the application of engineered particle foams for both custom and proprietary products. Technology and collaboration with our partners drive innovation in key markets including; Pet Products, Food & Beverage, Pharmaceutical, Building & Construction, OEM, Recreational Vehicles, Appliance & Consumer Packaging and more. Plymouth Foam was founded in 1978 and has facilities in Plymouth, Wisconsin and Gnadenhutten, Ohio as well as a joint venture partnership with Schaumaplast GmbH with facilities in Reilingen, Nossen, Luchow Germany and Phoenix, Arizona. Further information can be found at: www.plymouthfoam.com and www.airehide.com

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of \$19.7 billion in 2018. For more information about BASF's North American operations, visit www.basf.com.

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.