

News Release

Better sleep with pillow innovation by BASF and MIAN

- **Collaboration to develop cutting-edge polyurethane foam with optimal comfort and support for different sleep positions**
- **Signature bean shape design of the MIANDO pillow made possible by BASF's CosyPUR® foam**
- **Innovative material enables smart sleep technology to be embedded in the pillow**

Shanghai, China – July 24, 2020 – MIAN has launched its latest innovation for the sleep world: MIANDO – a pillow made with BASF's CosyPUR® polyurethane flexible foam. This innovation is the result of customer feedback on common sleep ailments, combined with BASF's extensive research and development know-how for the optimal design and properties of CosyPUR for pillow applications.

At the core of MIANDO is a smart technology that comprises embedded sensors that accurately detect muscle movements, and accordingly provide analysis of head and neck movements during sleep. As such, the material and shape of the pillow are critical in ensuring the accuracy of the sleep data collected. CosyPUR enables MIANDO's signature bean shape while supporting the smart sleep technology with its ability to provide both softness and firm support for all sleep positions.

"Body and mind need to be recharged every night. The MIANDO pillow provides a comfortable balance of support and softness through its unique pillow shape for various types of sleepers," said Dean Xu, CEO of MIAN.

Unlike most conventional pillows made with closed-cell memory foam, CosyPUR is exceptionally breathable, which ensures MIANDO remains cool, clean, and comfortable for extended periods of use.

“We listen to our customers and have evolved our CosyPUR polyurethane foam through a combination of innovative technology according to their demands. Over the years, CosyPUR has become the material of choice for the bedding and furniture industry,” said Minli Zhao, Head of Consumer Industry, BASF Performance Materials, Asia Pacific.

MIANDO is now available for sale in China and Japan. For more information visit: <https://mirahome.com/>

For more information about CosyPUR, click [here](#).

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 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 2019, the Performance Materials division achieved global sales of €6.06 bn. More information online: www.plastics.basf.com.

About BASF

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