

News Release



BASF at SIMAC 2017 in Milan:

From ideas to ideal solutions!

- **10 years' anniversary: Design contest with Politecnico Calzaturiero**
- **Elastopan[®], Elastollan[®] and Infinergy[®] for a wide variety of applications**

This year, the chemical company BASF presents its updated polyurethane portfolio and experience in footwear materials and processing at the SIMAC International Exhibition of Machines and Technologies for Footwear and Leather Goods Industries in Milan (Rho). The company's experts invite all visitors to discuss BASF's Elastopan[®] PU systems and Elastollan[®] TPU innovations for the shoe industry at booth G40 H39 in hall 14 from February 21st to 23rd.

Design ideas turn into ideal solutions

Unlimited design freedom for shoes. That is what BASF and Politecnico Calzaturiero, the prestigious school of Footwear Design and Technology in Capriccio di Vigonza near Padua, Italy have been demonstrating for 10 years. The design competition aims to stimulate the creativity of future designers, and to favor the development of products characterized by style and innovative use of materials and processes. Polyurethane is perfect for this challenge, because it can be used creatively even in haute couture and luxury sectors.

February 14, 2017
P129/17e
Jutta Schmidt
Phone: +49 621 60-42242
jutta.schmidt@basf.com

Meet us at SIMAC 2017,
Milan - Rho
February, 21-23, 2017,
hall 14, booth G40 H39

BASF SE
67056 Ludwigshafen
Phone: +49 621 60-0
<http://www.basf.com>
Communications Performance
Materials
Phone: +49 621 60-42242
www.plasticportal.eu
www.pu.basf.eu

This time, the challenge was to create a unisex sneaker with a sole inspired by the theme “Mash up Generation”. This is the upcoming generation characterized by the fusion of art, music, cultures, and different lifestyles. The winning shoes, which confirm impressively how ideas turn into ideal solutions with polyurethane systems and thermoplastics polyurethanes and the technical expertise of BASF, are presented at the booth.

Tailor made solutions for shoe soles

In the beginning, there is the idea to create a shoe that is e.g. lighter, more comfortable, outstandingly hydrolysis resistant. BASF supports customers at every stage of their projects. BASF does not only deliver the materials according to individual requirements. In the physical testing department in Villanova, Italy, BASF conducts tests such as hardness, abrasion, electrical resistance to guarantee that the materials fulfill the demands. The comprehensive expertise in materials and application development of the footwear experts at BASF is the basis of all the services and guarantees the ideal product, the ideal shoe sole.

Elastopan[®] Light Sports (PU systems), with its main features of lightness, excellent cushioning as well as high rebound and hydrolysis resistance, is successfully deployed in Puma’s running shoe Ignite. The expanded TPU Infinergy[®], which does not lose its high resilience even with continuous use, is the ideal material for midsoles in safety shoes. Elastopan[®] Light Safe (PU systems), another solution for safety shoes, is light and antistatic. These and even more innovations in polyurethane systems and thermoplastic polyurethanes will be presented at the booth of BASF.

E-mail contact: footwear@basf.com

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 2015, the Performance Materials division achieved global sales of € 6.7 bn. More information online: www.performance-materials.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 112,000 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com