

# News Release

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## **Young, wild and light – BASF presents new designer shoes in Milan**

- **With light soles – new PU slipper system from BASF**
- **Sneakers that tell stories**
- **Footwear expertise at the touch of a button – BASF’s new footwear app**

BASF presents its latest developments regarding Elastopan® (PU systems) and Elastollan® (TPU) with an international expert team at SIMAC, the international machinery and technology trade fair for footwear in Milan. From February 20th, 2018 until February 22nd, 2018 visitors can get an idea of high-performance sole materials, groundbreaking shoe concepts and the broad expertise in footwear of BASF in hall 14, stand G 40.

### **The Slipper Revolution: Density Reduction**

Light and flexible soles – these are two central requirements for slippers. Here, BASF has now set a new benchmark. With Elastopan® ULD (ULD = ultra low density) a density up to 30% lower compared to conventional slipper systems (from 280 to 200 kg/m<sup>3</sup>) – depending on the model – can be reached. This system is softer and more flexible, thus leading to an increased wearing comfort, and lighter at the same time. Moreover, despite its low density, the new material offers excellent processing properties thus ensuring more comfort not just when being worn.

## **Design Contest – Theme “Young City Wild”**

For thousands of years, shoes have been more than just an item of clothing. Nowadays, shoes also represent societal developments, trends and connections. At SIMAC, BASF exclusively presents the latest design creations of students from Politecnico Calzaturiero. Under the motto “Young City Wild“, the prospective shoe designers developed unisex sneakers which impressively examine the aspects man and nature, their connection and juxtaposition, in their full spectrum. “Blood Diamond“ by Diego Turrin was inspired by the diamond war in Sierra Leone. The model from Greta Concolato connects the urban landscape with the art of recycling. The hybrid shoe from Marco Degan is a sneaker which can also be worn as a sandal or boot and consists of an innovative material mix. The prototype from Nicolò Guido divides the shoe into the two hemispheres man and nature and the connecting middle section is designed as a hand grenade.

## **The New Footwear App by BASF – Expertise in Footwear at a Glance**

A consolidated platform for information regarding the wide range of products for the footwear industry of BASF: all of this and more provides the BASF footwear app. It gives a quick overview of which products are suitable for which applications, shows ideal production and processing methods and presents the characteristics of the respective products in detail. Via the app, it is possible to ask experts questions quickly and easily. Besides, the app provides interesting insights into successful customer projects and presents the latest trends regarding footwear. Visitors of the trade fair will be able to test the app exclusively before it will be available in the most important app stores at the end of February.

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### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 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 about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).