

# News Release

## **Hamee Corp's HIGHER smartphone covers now made with Elastollan® N, a bio-based thermoplastic polyurethane**

### **■ Optimized with enhanced UV resistance and superior anti-yellowing properties**

Tokyo, Japan – March 19 – BASF's Elastollan® N, a bio-based thermoplastic polyurethane (TPU) with a bio-based content of 53%, is now used for the production of Hamee Corp's (Location: Odawara-City, Kanagawa Prefecture, President & CEO: Ikuhiro Mizushima) new 'HIGHER' range of smartphone covers. While maintaining the excellent durability and transparency of TPU's excellent features, the bio-based version has been further optimized with enhanced UV resistance and anti-yellowing properties.

"Following the success of the previous series, we launched this bio-based version to meet the demand from environmentally conscious consumers. This is not only the first time we have used bio-based material in our smartphone cover, but also HIGHER's first MagSafe-compatible cover," said Tomoyuki Matsuda, Product Development Department, Hamee Corp.

Since its launch in 2021, the HIGHER smartphone cover has achieved a cumulative total of more than 60 SKUs (Stock Keeping Unit).

"We are delighted and proud to have once again been chosen as material partner for Hamee's latest smartphone case and to have helped them develop their new product. Together, we are accelerating the plastics journey with high-performance

and sustainable material solutions such as Elastollan N,” said Rachib de Matos Zeidam, Business Management, Performance Materials, BASF Japan Ltd.

Hamee Corp’s new ‘HIGHER’ range of smartphone covers will be exhibited at CHINAPLAS 2024. At CHINAPLAS 2024, BASF will showcase its latest innovations, competencies, and developments – particularly in the areas of sustainability and co-creation. BASF at CHINAPLAS 2024: Hall 7.2 Booth C42, National Exhibition and Convention Center (Shanghai)

For more information on BASF at CHINAPLAS 2024, click [here](#).

#### **About Hamee, Inc.**

Hamee is an e-commerce and wholesale distributor of smartphone accessories centred on the iFace brand of mobile accessories, which has sold a total of 29 million units worldwide, under the mission "By your side, a partner of 'character' by your side. Hamee is developing an EC and wholesale business for smartphone accessories centred on the iFace brand of mobile accessories, which has sold a total of 29 million units worldwide. While being one of Japan's top-class e-commerce operators of mobile phone accessories, as a manufacturer we have established a unique business model in a highly competitive market, with sales channels in general merchandise retailers, electronics retailers and carrier shops nationwide. Another key feature is that the Group has built a supply chain from planning and development to manufacturing and sales, and is aiming to further expand its business and categories. The HIGHER MagSafe Compatible Hybrid Case is available at Hamee's online shop, Hamee Main Store <https://www.strapya.com/products/669-9748>

#### **About BASF’s Performance Materials division**

BASF’s Performance Materials division is at the forefront of the much-needed sustainability transformation in plastics. Our products are co-created with customers around the globe to bring innovations to major industry sectors such as transportation, consumer goods, industrial applications, and construction. Our R&D focuses on all stages of the plastics journey: Make, Use and Recycle. The MAKE phase is about improving how plastics are made, from product design to the choice of raw materials and the manufacturing process itself. The USE phase enhances plastics’ strengths such as light weight, robustness, and thermal resistance. At the end of the product lifecycle, the RECYCLE phase looks at how to close the loop to achieve a circular economy. In 2023, the Performance Materials division achieved global sales of €7.2 billion. Join #ourplasticsjourney at: <https://www.performance-materials.basf.com>