

# News Release

## **CHINAPLAS 2024: BASF showcases consumer products made with bio-based materials, co-created with Huawei & Prohero**

- **Huawei smart glasses and Prohero floating sunglasses made with bio-based Ultramid® polyamide from BASF**
- **Products possess the same properties as non-bio-based material solutions: Lightweight, durable, paint-efficient**
- **BASF at CHINAPLAS 2024: Hall 7.2 Booth C42, National Exhibition and Convention Center (Shanghai)**

Shanghai, China – March 28, 2024 – At CHINAPLAS 2024, BASF will present consumer products made with bio-based Ultramid® polyamide. With Huawei, BASF co-created smart glasses containing 39% bio-content in the glasses temple, while with Prohero, the frame of floating sunglasses contains 30% bio-content.

“These consumer products are solid examples demonstrating how BASF enables our customers to meet their sustainability goals, and accelerating our plastics journey towards a more sustainable future,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific, BASF.

### **Huawei smart glasses: Durable and lightweight for greater comfort**

By using Ultramid, Huawei successfully reduces the weight of the smart glasses temple by 15%-20% compared with the existing smart glasses made with other material. Lightweight glasses reduce pressure points and are less likely to slide down.

Owing to Ultramid's excellent warpage properties, the smart glasses are also more durable and long-lasting. The comfort and durability of the materials used in the product ensures a positive customer experience.

### **Prohero floating sunglasses: Ease of coloring improves process efficiency**

The floating sunglasses co-created with Prohero are not only lightweight and sustainable, but also an easy-to-color solution. This is attributable to the consistent molding process, as well as excellent primers and paint adhesion.

"The bio-based Ultramid has been instrumental in advancing the development of our next-generation consumer product, and maintaining our leading position in environmental, social, and corporate governance," said Austin Ye, R&D Manager, Prohero. "The BASF's product also allows greater design freedom with its high flowability and color stability properties."

At CHINAPLAS 2024, BASF will showcase its latest innovations, competencies, and developments – particularly in the areas of sustainability and co-creation. Join us at CHINAPLAS 2024 and let us walk you through the MAKE–USE–RECYCLE phases in our plastics journey.

For press photos and updates on BASF at CHINAPLAS 2024, click [here](#).

For the latest information on BASF at CHINAPLAS 2024, follow our BASF PM WeChat Channel:



### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in

2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).

**About BASF' 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](https://www.performance-materials.basf.com) at: <https://www.performance-materials.basf.com>