

News Release

The White Willow raises the bar in comfort with its new-generation pillow collection made with BASF's CosyPUR®

- **New “Work from Home” range of pillows ensures a pleasant night of sleep and comfortable working position**
- **CosyPUR Visco enables high-quality memory foam pillows that conform to individual bodies**

Mumbai, India – October 8, 2020 – The White Willow (TWW), India's leading pillow brand, has recently launched a “Work from Home” range of pillows and cushions made with BASF's polyurethane mold flexible foam, CosyPUR® Visco (CosyPUR). This new range has been designed to help individuals maintain a comfortable working posture at home while providing strong support for all sleep positions.

The company has conducted an intensive market study to understand what people need from their mattresses and pillows. The research found that majority of consumers overlooked the negative impact of inappropriate mattresses and pillows have on their back and health over time. Back pain can affect how much sleep one gets. This makes it hard to relax and get comfortable at night, resulting in less overall rest and poorer sleep quality. In the long term, this can exacerbate stiffness or sore muscles.

“As a result of remote working, people start noticing new aches and pains that they did not experience at the office. This research convinced us that we needed to modify our current products to minimize their pain or discomfort,” said Meghna

Aggarwal Jain, Co-Founder, TWW. “Thanks to CosyPUR by BASF, the “Work from Home” range is great for natural alignment and support for healthy spine movement. It is the perfect choice to get through the workday comfortably and avoid the strains and stresses of working from home.”

CosyPUR enables a new series of TWW pillows to maintain a uniform shape after prolonged use. The material also allows higher air-permeability, elasticity, and longevity. Additionally, it does not contain any harmful chemicals. These qualities help enhance the sleeping and working experience of consumers.

“BASF is dedicated to developing high-performance polyurethane foams, such as CosyPUR, helping manufacturers like TWW to produce premium, quality pillows,” said Minli Zhao, Vice President of Consumer Industry, Performance Materials, BASF Asia Pacific. “This is a result of consistent development and refinement, enabling longevity, and high-quality foam that is second to none.”

CosyPUR used beyond the “Work from home” range

BASF also provides CosyPUR for TWW’s maternity pillow range, similar to the “Work from Home” range. These pillows encourage regular movement and its special shape allows expectant mothers to fit their changing body contours, resulting in a more comfortable sleeping position.

Visit <https://thewhitewillow.in/> to learn more about TWW and its range of pillows. The pillows are also available on amazon.in.

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

About BASF’s Performance Materials division

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