

News Release



BASF's Elastollan® makes clubs for ground golf more durable and more comfortable to use

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- **Thermoplastic polyurethane now used in ground golf clubs, owing to its outstanding durability and vibration absorption**
- **Ground golf becomes more popular as Japan's elderly population rises**

Tokyo, Japan – May 9, 2017 – Players of ground golf can now enjoy a more comfortable and stable swing due to the shock damping and durability properties of BASF's Elastollan®. This thermoplastic polyurethane (TPU) is applied to the strike face of the ground golf club head 'Straight Drive Club BH2856', which is produced by Hatachi Industry Co., Ltd., a leading manufacturer of ground golf products.

Ground golf, a sport similar to croquet, was invented in Japan in 1982. It is currently one of the most popular sports among active elderly residents in Japan with more than three million people playing every year.

"This is the first time our industry has used TPU. BASF's Elastollan, with its outstanding durability and vibration damping, will give its users, especially the elderly, a more pleasant ground golf experience," said Ms. Sanae Sano, Design Subsection Chief, Wellness department, Hatachi Industry.

Elastollan is highly resistant to wear and has excellent tensile strength, which improves the durability of the club. These properties are desirable for the strike face as it is subject to significant wear and

tear which shortens the life of the golf club. Owing to its outstanding durability, Elastollan can be produced in thinner applications than conventional materials.

“TPU is widely used in medical, automotive and electronics applications. Recently, its demand in the sporting goods field, in particular, has been enjoying significant growth. Unlike conventional materials, TPU is a chemically formulated product and can be engineered to suit the specific requirements of demanding applications, such as golf clubs,” Isamu Yamamoto, Director, Performance Materials, BASF Japan said.

The ground golf club “Straight Drive Club BH2856” was released on February 1, 2017.

Hatachi Industry manufactures and sells sporting goods. The company was founded in 1950 and is the official manufacturer of the Japan Ground Golf Association.

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