

150 years



# News Alert

## **Chinaplas 2015: BASF showcases new PUMA IGNITE running shoes made with Elastopan® and Cellasto®**

- **BASF at Chinaplas 2015: “Design x Innovation”, Booth A21 in Hall 13.2 and Viewing Deck outside Hall 9.3 in Zone B, China Import & Export Fair Complex, Pazhou, Guangzhou, from May 20–23, 2015**

May 15, 2015

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Guangzhou, China / Taipei, Taiwan – May 15, 2015 – BASF will showcase the new PUMA IGNITE running shoes made with BASF’s high performance materials Elastopan® and Cellasto® for the sole of the IGNITE shoes, at the “Design x Innovation” concurrent event at Chinaplas 2015. Elastopan® is a multi-component polyurethane (foam) system that provides virtually unlimited design freedom in terms of shape, color and texture. Cellasto® is a microcellular polyurethane elastomer that has superior physical properties when it comes to isolating vibrations from whatever source.

For details of BASF at Chinaplas 2015, visit our website at <http://www.chinaplas.basf.com>.

### **About BASF Greater China**

BASF has been a committed partner to Greater China since 1885. With major investments in Nanjing, Shanghai and Chongqing, BASF is one of the largest foreign investors in the Chinese chemical industry, and maintains the BASF Asia Pacific Innovation Campus in Shanghai as a research and development hub for the Asia Pacific region. In Greater China, BASF posted sales of over €5.5 billion in 2014 and employed 8,033 people as of the end of that year. For further information, please visit [www.basf.com/cn](http://www.basf.com/cn).

**About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).