



# REEBOK RELEASES FIRST ITERATION OF REVOLUTIONARY PLANT-BASED FOOTWEAR

*Brand's first "Cotton + Corn" sneakers will be released August 14*

*Learn more about the Cotton + Corn program [here](#)*

**Boston, Mass. – August 14, 2018** – Today, global fitness brand Reebok launched the first product from its highly-anticipated **"Cotton + Corn"** sustainable products initiative, which was announced last year.

The Cotton + Corn program aims to produce footwear with "things that grow" in order to create sustainable products. The sneaker, the **NPC UK Cotton + Corn**, is constructed from an upper made of 100% cotton, and a corn-based sole. The shoe has insoles that are derived from castor bean oil and comes in packaging that is 100% recycled.

"Most athletic footwear is made using petroleum to create synthetic rubber and foam cushioning systems," said **Bill McInnis, Head of Reebok Future**. "With 20 billion pairs of shoes made every year, this is not a sustainable way of making footwear. At Reebok, we thought 'what if we start with materials that grow, and use plants rather than oil-based materials?' By using sustainable resources as our foundation, and then through ongoing testing and development, we were able to create a plant-based sneaker that performs and feels like any other shoe."

"The NPC UK Cotton + Corn is the only footwear product on the market that has been certified as containing 75% USDA certified biobased content," said McInnis. "And this is just the start for us. We are on an ongoing path to create a different type of footwear – so that you can feel good about what you're wearing and where it came from."

The NPC UK Cotton + Corn will retail for \$95 and will be available from August 14



in limited quantities, exclusively on [Reebok.com/us/CottonandCorn](http://Reebok.com/us/CottonandCorn).

For the Cotton + Corn initiative, Reebok partnered with DuPont Tate & Lyle Bio Products, a leading manufacturer of high-performance biobased solutions. DuPont Tate & Lyle has developed Susterra® propanediol, a pure, petroleum-free, non-toxic product that contains 100% USDA certified biobased content, derived from field corn. Susterra® propanediol is used to create the sole of the NPC UK Cotton + Corn footwear.

The Reebok Future team is Reebok's innovation department dedicated to creating new technologies, ideas, techniques and prototypes.

For more information please visit [www.reebok.com/cottonandcorn](http://www.reebok.com/cottonandcorn) and <http://news.reebok.com/global>

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### **About Reebok**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it's functional training, running, combat training, walking, dance, yoga or aerobics. Reebok Classics leverages the brand's fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. Reebok is the exclusive outfitter of CrossFit and the CrossFit



Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

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### **About DuPont Tate & Lyle Bio Products**

DuPont Tate & Lyle Bio Products is a joint venture between DuPont, a global science company, and Tate & Lyle, a world-leading renewable food and industrial ingredients company. DuPont Tate & Lyle Bio Products provides natural and renewably sourced ingredients that enhance product performance. For more information on Susterra® propanediol, visit [www.Susterra-performs.com](http://www.Susterra-performs.com) to see the solutions we offer across a wide variety of markets and applications.

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