Backgrounder

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BASF and the new PUMA IGNITE running shoe

* Two high-performance foams from BASF combined in the sole of the IGNITE shoe
* Innovative foam technology provides design freedom and improves running comfort
* BASF supports shoe manufacturers worldwide with toolbox of materials and services

BASF is proud of the collaboration with PUMA and the technology behind the new IGNITE running shoe, which combines our high performance materials [Elastopan®](http://www.polyurethanes.basf.de/pu/solutions/en/content/productbrand/elastopan) and [Cellasto®](http://www.polyurethanes.basf.com/pu/KUInternet/KU/en_GB/content/product/Cellasto). 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. Spring aids made from Cellasto are already widely used by car manufacturers worldwide – to reduce noise, and increase driving comfort and safety. Now, for the first time ever, Cellasto is being used to provide the same unique features – even though at a different speed – to runners.

The material excellence of Elastopan and Cellasto was combined with the technical expertise of BASF to deliver an innovative foam technology to keep you running longer.

BASF Performance Materials and the footwear industry

BASF develops, produces and sells [tailor-made high performance footwear materials](http://www.polyurethanes.basf.com/pu/KUInternet/KU/en_GB/content/Industries/Footwear) for all types of shoes and soles. With our portfolio of polyurethane systems, thermoplastic polyurethanes and engineering thermoplastics, we offer leading companies in the footwear industry a unique and integrated toolbox of solutions.

Footwear manufacturers and in particular shoe designers are turning to plastics as their performance material of choice because they combine aesthetics, stability and a wide spectrum of design options. We support our customers with chemistry-driven innovations, coming from world-scale production plants, compounding facilities, regional technical development centers; as well as with our competence in application engineering.

Understanding the value chain and making connections

Why partner with BASF? We not only have material expertise, we have a full understanding of the value chain – from how the foam is produced to how to attach the shoe sole. That knowledge can also help you find new and more cost effective ways to bring your product to market.

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 about €74 billion in 2013 and over 112,000 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.