

Arkema showcases its range of performance materials for sports equipment at ISPO Munich 2019

Arkema will be present at the ISPO trade fair in Munich from 3 to 6 February to exhibit its unique range of performance materials serving the most demanding sports markets, in particular for footwear and technical textiles. Arkema will also present its latest innovations in terms of bio-based, sustainable products and its online, connected community of athletes.

To support the evolution of technical equipment in sport, Arkema has developed a wide range of high performance polymers. Arkema will highlight its flagship range of Pebax® elastomers which feature a unique combination of light weight, energy return, sturdiness and flexibility. It will also showcase its Kynar® fluoropolymer materials used for example in textile fibers that combine extreme durability with anti-friction properties. These polymers are well recognized by major global sports brands, in particular in outdoor shoes and equipment.

Further, Arkema will feature the latest advances in bio-based Pebax® Rnew® materials derived from sustainable castor oil.

SCARPA, a leading brand in ski touring boots, has selected the Pebax® Rnew® range for its latest MAESTRALE and GEA boots. "We are very proud of our collaboration with Arkema, which has now spanned over twenty years" said Massimo Pellizzer, SCARPA Ski Boots Product Manager. "The use of Pebax® Rnew® materials allows us to create a product that is respectful of the environment, as well as a boot that satisfies the needs of our skiers in terms of lightness, comfort, precision and durability."

In addition, certain new grades in the Pebax® Rnew® bio-based range offer excellent waterproofing properties. Arkema is therefore developing with its partner VAUDE, a specialist in environmentally friendly outdoor apparel, a new waterproof, breathable membrane that is both high-performance and partially of natural origin. "This development will introduce a new type of bio-based membrane with outstanding performance" said René Bethmann, Innovation Manager at VAUDE. "It will be the first bio-based and recyclable membrane, a very good example of performance meeting ecology. Pebax® Rnew® products support VAUDE's goal of limiting our dependence on fossil resources."

Pebax Powered®, a unique marketing approach

Arkema works alongside its partners to help them better communicate on Pebax® product performance, and has developed a global consumer marketing program, "Pebax Powered®", including a dedicated website and a consumer social media program specifically dedicated to the sports community: www.pebaxpowered.com, #pebaxpowered.

"Consumers want to invest in high technology" said Jérôme Allanic, Arkema's Global Sports Market Manager. "And they want to know more and more about the science behind their high performance equipment. Our digital tools make it easy for them to learn and share in a connected community that they are using high performance materials with a limited impact on our planet."

Arkema present at the ISPO Munich 2019 sports fair

Arkema invites you to its stand n°336, Hall C5, for a chat with its experts.

A designer of materials and innovative solutions, **Arkema** shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €8.3 billion in 2017, we employ approximately 20,000 people worldwide and operate in close to 55 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. www.arkema.com

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