

Edition 1 · 2007

Footwear News

Elastogran



BASF Group

On Good Footing with the Avantgarde.



Anton Traunfellner congratulates Alice Nicotra on winning the first prize in the "Ladies' Fashion Shoes" category

If you wanted to know what's "in fashion", you just had to take a sneak preview at the Italian Brenta Riviera in June this year.

New styles, new designs, new materials – the crucial factors in the shoe design competition for students of the Politecnico

Calzaturiero were creativity, excellent craftsmanship and a detailed knowledge of available materials. Apart from developing a number of design projects, the candidates also had to create prototypes for a fashionable lady's shoe as well as a man's sneaker; with a lot of imagination and the latest materials for soles developed by ELASTOGRAN.

On 22 June 2007 prizes were awarded to the best in the Villa Foscarini on the Brenta-Riviera. Among the guests were representatives of the Italian shoe manufacturers' association (ANCI), managers from the fashion and footwear business world (Louis Vuitton Group, Emporio Armani, de Robert),

EBM S Senior Vice President Anton Traunfellner with colleagues, Dr Tony Spitilli (Development) and Fabrizio Rissone (Technical Service and Marketing Application Consulting).

To be continued on page 4.

go! comment

"What is going on in the international PU shoe world of ELASTOGRAN, which sole systems are used for which types of shoes these days, what do the latest technology and design developments look like, where and how can manufacturers make use of the competence and service provided by ELASTOGRAN, when and where do the manufacturers meet at fairs and exhibitions, what is the avantgarde currently dreaming up – from now on **go!**, the Elastogran Footwear News Magazine will provide all the answers. Compact and competent, right to the point, twice yearly and packed with all the important facts and figures. **go!** is not only aiming to capture its readers with world-wide news about shoe and sole production, but also with their own innovative ideas and suggestions. This is why we are looking forward to a vibrant exchange of thoughts and tips, so vital for all concerned – and which will appear in **go!** shortly after. Enjoy your read and see you in the next **go!**."

Dr Johann Diedrich Brand, General Manager, European Business Management Footwear

Proflite; See page 5
for more information about the new technology for soles made by ELASTOGRAN





The skyline of Mumbai, the former Bombay

More Promotion, More Possibilities.

Since February 2007 India has had its first polyurethane system house in Navi Mumbai.

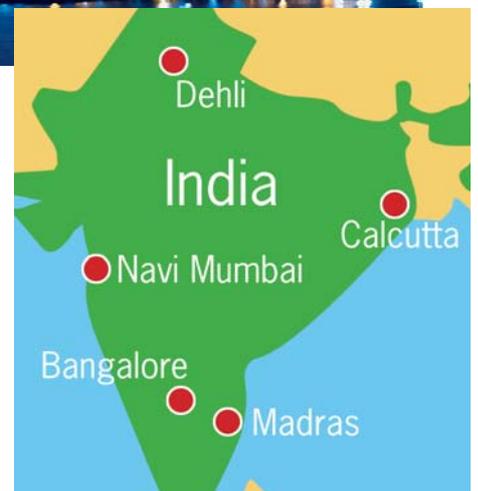
This means that the BASF subsidiary has moved an important step closer to its goal of becoming one of the most expert, close-to-the-customer and most reliable worldwide supplier of intelligent PU solutions for the processing industry. This close customer contact is one of the key factors of the international polyurethane business. Today there are over 30 system houses around the globe which promote their customers' success through close co-operation. Seven of them are located within the Asian-Pacific rim. By the way, a further system house was opened in March this year, in Bangpoo, Thailand.

Since India is one of the main manufacturers in the Asian shoe market, the polyurethane footwear segment is of particular strategic importance here. The system house in Mumbai provides both professional know-how and first class service as well as state-of-the-art production plants for polyester polyols for shoe soles.

This allows BASF, who has been the market leader in the Indian shoe business for the

past two years, to cater directly for the needs of their customers yet again.

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New Partner – New Opportunity.

PCC – the Polymer Chemical Company – is ELASTOGRAN's 12th system house.

Under the name "Elastogran B.V." our new partner from Boxtel in The Netherlands will play an important part in the "Verbund" of the 11 European PU system houses. Dr Uwe Hartwig, member of the ELASTOGRAN management board, has particularly stressed the importance of the new partner: "With the takeover of this successful system house we strengthen our long-term position in the attractive Benelux market and thus our market leadership in the field of polyurethane (PU) systems in Europe. PCC fits perfectly into our European network."



On the Road to Success.

Dr Madri Graef conquers the South African shoe market with commitment and expertise.

You have to be tough and you have to have the necessary drive – with these qualities you will succeed in the market. ELASTOGRAN has had a system house in South Africa since 2005, CHC Elastogran in Elandsfontein near Johannesburg. The Head of Footwear and TPU applications, Dr Madri Graef, has a lot on her plate for the future.

Before the dedicated shoe expert started

her job, ELASTOGRAN was already market leader in the shoe section in this promising region. Thus ELASTOGRAN products are not completely unknown to South African customers. Taken the general set-up Madri now tries to boost the shoe business with full support of the Italian Footwear Centre. This still requires considerable pioneering work – getting to know the market and its risks and capturing it with the right strategy and products; in this case with safety, leisure and health shoes.

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Dr Madri Graef is looking ahead to a promising future

First Class Quality Centre.

Fast, flexible, close to the customer. The new footwear technology and development centre in Nansha, China (AFTC) is a first class address for every occasion.

We are starting in autumn 2007 and we

certainly know where we are heading. The central region around Hong Kong needs an ultra-modern pilot plant to provide on-site quality assurance for local customers; concentrating technical expertise, and providing training facilities for both existing



Go east: China – a market for billions



and new staff. The pilot plant will also allow staff to develop highly specialised products for very specific customers, for instance in the booming Chinese footwear business. From autumn 2007 Nansha will have the relevant labs to carry out quality control tests. It will also co-operate on working projects with well-known shoe manufacturers and produce new systems for ladies' shoes in the Indonesian market. The initial contact of the new Chinese quality Mecca is Anton Kappes as Head of Technical Development. Polyurethane Systems Footwear, BASF East Asia Regional Headquarters Ltd.

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A case for experts: quality assurance in Nansha

Continuation of page 1.

During the entire development phase of the design models, the young talents were professionally supported by ELIT technicians and the mould manufacturer, Zago. In the end it was a dead cert: First prize for the development of a lady's shoe with a

platform sole deservedly went to Alice Nicotra, and first prize for the sneaker/casual shoe was awarded to Carlo Pazzi. By the way: If you want to know more, you will soon get an opportunity. The entire work exhibition is to be published in a comprehensive photo collection for customers and design enthusiasts.

Lady's shoe with platform sole by Alice Nicotra



Slim down for Better Performance.



Extremely light, extremely flexible, extremely durable – the new Elastoflite sole systems for sports and leisure shoes are a true novelty.

If you want to rise high in sports and leisure shoes, it is important that the soles you use meet these requirements. Elastoflite is an extremely light and technically sophisticated sole system for all types of midsoles. It is a 3-component PU system of low density, up to 40 per cent lighter than conventional systems for midsoles. Apart from the features described above it also provides excellent wearing comfort, good hydrolysis and microbe resistance. Elastoflite is a water-blown PU system based on particularly environment friendly technology. Its production does not require special moulding tools. The system can be processed on conventional machines.



Even properties such as the degree of hardness can be adjusted to customer requirements.

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Live Light, Live Proflite.



safe and "lite" production, Proflite provides you with the relevant state-of-the-art technology.

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The new sole system Elastopan® S Proflite definitely puts ELASTOGRAN a step ahead yet again.

Proflite is the ideal material for heavy-use safety shoes. It is extremely robust and super light. What is more, the PU system allows for a sporty, modern design. Its outstanding properties are a density reduction by up to 20 per cent, outstanding hydrolysis resistance and the potential to use it for anti-static and ESD soles (electro-static-discharge). Proflite can be processed with IMR (internal mould release) technology. So if you want to change to

go! exhibition

A Safe Bet for more Safety.

At the A + A 2007 ELASTOGRAN will present the latest trends in soles for safety and work shoes.

**Tough and light:
Elastopan® S Proflite**

- Elastopan S Proflite for heavy-duty safety shoes:
 - PU system for light-weight midsoles
 - density reduction up to 20%
 - suitable for antistatic and ESD shoes
 - excellent hydrolysis resistance
 - IMR technology applicable
 - fulfills all requirements for safety shoes

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Elastogran is Polyurethanes

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Welcome to Düsseldorf. From 18 September to 21 September 2007, stand H7, B 34. It is no secret that PU is the ideal partner for all relevant safety requirements and combined with a large design portfolio.

What is new is the latest developments in the polyurethane product groups Elastopan® S, Elastollan® and Elastollan® Light which meet even the

highest relevant safety-technical requirements and which are extremely resistant to hydrolysis and other elements. So if you are looking for state-of-the-art technology, the ELASTOGRAN stand is definitely a safe bet.

Impossible to ignore: the latest poster for Elastopan® S Proflite



Feel Good, Feel Wood.

Look out! This is an optical illusion. These fashionable shoes are footed on wood which isn't wood at all, but rather Elastopan® S Feel Wood. Got it?

Click, clack, click – the summer dreams from the Mecca of shoes, Italy, have everything that (ad)dresses women: original designs, witty details, colours and materials. For instance wooden soles and heels which are not made of wood at all, but of a material which can do so much more: Elastopan S Feel Wood. Looks like wood, feels like wood, sounds like wood, is as hard as wood – one of the most spectacular developments by Elastogran Italia in

Villanova d'Asti is soles with a perfect wood grain. They look like parts made of real wood and are just as hard. The new Elastopan S Feel Wood soles possess an unbelievable strength and – as we have already said: hardness. At the same time, the material possesses a tailor-made elasticity. Screws and nails can easily be fixed to the soles – just like to their wooden counterparts. It is this clever design which makes processing the material so much easier for our customers. But the best is still to come: The quality of Elastopan S Feel Wood is much more stable, and variations in the artificial material occur much less than in the original.

This feature puts PU miles ahead of the natural raw material, wood. The wood-like soles by ELASTOGRAN put all manufacturers using this material one step ahead with their production and the lady wearing them is guaranteed lots of attention. Manufacturers using polyurethane are guaranteed consistent material quality and are in step with the latest trends. A thin outer sole made of PU, TPU or rubber fixed to the imitation wood suffices to make the shoe skid resistant.

Footed on ELASTOGRAN, you are walking on cloud nine.

Elastopa S Feel Wood is an environmentally-sound, water-blown shoe system manufactured on the basis of a new raw material combination. The elegant soles are manufactured in a closed mould just like other shoe systems. The grain is imprinted on the sole through the mould. This creates the typical wood-like appearance. The surface structure is effortlessly processed and modified after the sole has been created. Polyurethane can easily be dyed in any colour. The soles are varnished to enhance the special wood grain. Shades, nuances, special colour effects and further motifs can easily be added on request. From standard beech to elegant cherry – the sky is the limit when it comes to satisfying customer taste. The added benefit is the excellent adhesion of the system to other materials, particularly to varnish. The result is better than the original. To put it in a nutshell: Feel Good – Feel Wood.

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Photos: Alder Koenig, Elastogran GmbH, Getty
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Lithography: bockermann medien.repro, D-Bünde

Print: Feist & Lehbrink GmbH, D-Hiddenhausen

