

# go!

Edition 1 · 2008  
**Footwear  
News**

**Elastogran**



**■ BASF Group**



## go! comment

Come with us on a short, informative journey through the international world of shoe fashion, production techniques and the highlights of ELASTOGRAN.

*go!* presents two of the football boots on a high-tech level, visits the successful colleagues of EPOL in Turkey, shows you the Shoe Development Centre in Italy, proves that young designers can also create the most outlandish models with PU materials, brings you the latest on **Elastopan® Keep Walking**, the sole system with excellent durability, and explains why **Elastopan® Climate Control** is the absolute paradise for our feet. And then we have the hottest trade fair tip for autumn. By the way, if you have a topic or two for us or an idea for the next issue of *go!*, we are all ears. Have fun with the new *go!*

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

# Walk on and on and on . . .

... feeling as fresh as when you set out with new soles made out of **Elastopan® Keep Walking**.

Following the motto: "You can always go a bit further, longer and more comfortably – you just have to walk on the right

*To be continued on page 3*



# Step by Step Dry Steps.

**Putting a stop to sweaty feet with Elastopan® Climate Control and a clever product idea – step by step.**

The problem is well known, and can be highly annoying: The soles of our feet have large moist areas, better known as perspiratory glands.

Perspiration from these perspiratory glands can only be absorbed by up to 20 per cent by normal shoes. Which is bad for the shoes, and bad for those wearing them. High time, in other words, for a drier solution.



No sooner said than done. In collaboration with the Italian sole producer Valfussbett ELASTOGRAN has found an absolutely unique and, more importantly, efficient solution. Climate Control – the name of the new generation of a PU system for insoles – can absorb around 300 per cent more of the inconvenient moisture than any other conventional insole. One main reason for this is that the properties of the new polyurethane development **Elastopan Climate Control** are excellent. They function in two steps.

First: When you wear these shoes, the moisture is withheld by the foam structure of the insole.

Second: When you take the shoes off, the insole rapidly emits the moisture it has stored. The result is dry feet – dry shoes. As proven in tests.

And the best thing is: The “Dry Step” insole idea with **Elastopan Climate Control** fits all popular types of shoes, guaranteeing dry steps, step by step.

**Contact:** [franco.arrigoni@elastogran.it](mailto:franco.arrigoni@elastogran.it)

## Simply the Best.

PU has once again come out tops in an extensive pilot study by SATRA Technology, GB. In the so-called compression set test the soles made out of polyurethane showed considerable advantages over other materials.

The compression set test is a special method to investigate compression – i.e. the ability of soles to return to their original shape. Both conventional static methods and newer dynamic tests were now used by SATRA.

With excellent results for the all-rounder polyurethane.

**Contact:**

**Mike George, [mikeg@satra.co.uk](mailto:mikeg@satra.co.uk)**

**Mike Wilson, [mikew@satra.co.uk](mailto:mikew@satra.co.uk)**



A sporting performance: soles made of **Elastopan Keep Walking**

#### Continuation of page 1

soles", PU specialists from ELASTOGRAN have now made a leap forwards.

**Elastopan Keep Walking** is the name of the new material for untroubled walking and running enjoyment. A polyester-based

system with extraordinary hydrolysis stability and the same mechanical long-term properties.

Another highlight is that the

new technology can be used for nearly all types of shoe – from leisure and street shoes to safety, sports, trekking and hiking shoes. Also, incidentally, as midsole and outer soles, from low density to compact systems.

This factor and the considerably improved durability, and therefore longevity, make **Elastopan Keep Walking** an ideal material for high-quality shoes for all purposes. Which you can feel – without exaggerating – after walking distances where other soles would already have brought you to your knees.

Contact: [jean-paul.roux@elastogran.fr](mailto:jean-paul.roux@elastogran.fr)  
[franco.arrigoni@elastogran.it](mailto:franco.arrigoni@elastogran.it)

**go!** exhibition

## Not to be Missed.

**Shoe and sole experts must not miss the SIMAC in Bologna, this year's trade fair highlight.**

This is where everything is examined by an expert audience that stands for the future, technical innovations and market-driven opportunities in the international shoe industry. And, of course, in the thick of it, as every year, are the latest developments and material trends at ELASTOGRAN. We can be curious to see what is awaiting us in the way of the latest design ideas, new sole models and smart applications.

Presented on a newly designed booth, now with an area of 150 square metres. And, as ever, manned by our polyurethane experts, who look forward to your visit. Not only because they really have something to offer you, but also

because your opinion is important to us. So don't forget: SIMAC Bologna, international exhibition of machines for the shoe and leather goods industry, from 28 to 30 October 2008.





Footwear specialists from Elastogran Turkey: Ergun Turan und Erhan Çubukçu

## Proximity is much Better.

Sanayi ve Ticaret), the success enjoyed in recent years is as easy to explain as it is convincing: closeness to the customer, being able to act immediately in emergencies, offering fast solutions and, of course, selling a product which both the buyer and seller can be proud of. Despite their high level of dedication, both men view their job in a relaxed manner:

business back and now supply approx. 95 per cent of the customer's PU requirements."

Turan was previously involved in PU systems and TPU at BASF Turkey. "But it was only when EPOL was established as a local producer that we were able to tap our full potential." Çubukçu embarked on his career at EPOL in an unconventional manner – as a model. A photographer was looking for themes for brochures and presentations. The rest is made up of enjoying working with PU, the team and a matter of attitude: "When a customer calls, I can set off immediately to solve the problem there and then. Our customers also appreciate this flexibility. And – they create additional commercial success. Loosely based on the motto: Proximity is much better."

**Sometimes simple solutions enable companies to get ahead – such as at EPOL in Turkey.**

For Ergun Turan and Erhan Çubukçu, responsible for Sales and Application Technology at EPOL (Elastogran Poliüretan

"Sometimes you just have to drill thick boards," states Ergun Turan. For nearly three years, he was unable even to arrange a meeting to talk to a shoe customer that ELASTOGRAN and BASF had lost prior to the acquisition of what is now EPOL. But then he succeeded. "We got the

**Contact: [ergun.turan@elastogran.com.tr](mailto:ergun.turan@elastogran.com.tr)  
[erhan.cubukcu@elastogran.com.tr](mailto:erhan.cubukcu@elastogran.com.tr)**

## The Discovery of Airiness.

**How ELASTOGRAN arouses designers' interest in polyurethane.**

Take a group of talented, ambitious young designers and a demanding contest with the objective: the easiness of designing creative shoe fashion with polyurethane. The results of this contest could already be admired last year in Brenta Riviera, at the shoe design contest of the Politecnico Calzaturiero. Undreamed-of variety, bold ideas, creative flights of fancy, ecstatic winners and the knowledge that, with the flexible material polyurethane, a new variety of design is created, beside the ease to prevail in all dimensions. A never-ending challenge for researchers and technicians at ELASTOGRAN – and a never-ending source of

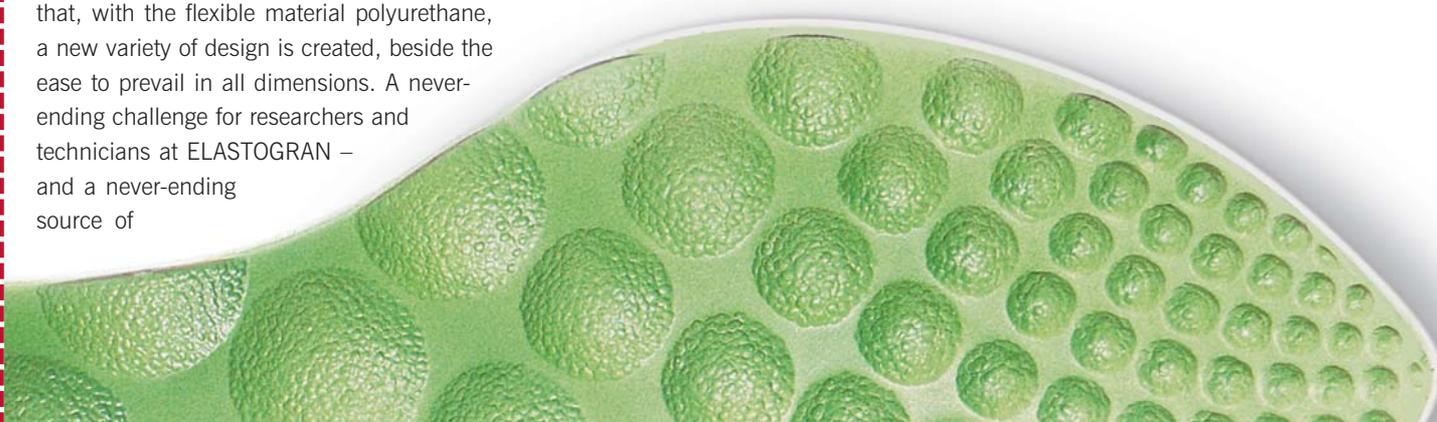
possibilities for those still in search of a material to give them inspiration and ideas for the international shoe fashion. Now that many more people know this, there is also a printed reminder of the shoe design contest 2007.

With the most spectacular designs that caused a furore not only because of their creativity but also due to the material employed, i.e. polyurethane – the discovery of



Design: Paolo Vendramini

airiness. And the second round of the design contest is just around the corner. The best designs will be awarded with prizes on 21 June 2008 in the Veneto.



# Luca Plays Lotto.



Top: adidas F50 TUNIT  
Bottom: Lotto Zhero Evolution Due



Design: Alice Nicotra

The catalogue containing the best designs can be obtained at:

[nicoletta.fissore@elastogran.it](mailto:nicoletta.fissore@elastogran.it)  
[info@politecnicocalzaturiero.it](mailto:info@politecnicocalzaturiero.it)



**Watch out for the superstars' boots. They've not only got Lotto written on them, they're also ready for a winner.**

Today's top players do not only depend on their feet for their success, but also on the football boots they wear. How do they shoot? With the inside of the foot, the outside or the tip? How heavy, fast or capable of strong spurts is the man? Where does the boot pinch him? In the past, there was a football-philosophical answer from the trainer and a pair of ready-made shoes. Nowadays, there is a variety of possibilities in this sensitive area that enable our football heroes to improve their footage work even further.

The best examples: the "Zhero Evolution Due" by Lotto with its high-tech interior and exterior lives. The soles and heel caps of these boots are made out of particularly abrasion-proof yet flexible TPU (Elastollan®). This material guarantees football heroes such as Luca Toni excellent longevity

and robustness of the material, good performance in all weather conditions and protects those expensive feet from injury.

Or the F50 TUNIT by adidas, which can be adjusted individually to the wearer's feet. The material in the heel area, for example, where a high degree of stability is required, can be particularly strong and stable. The further it goes to the toes, the softer and more flexible the TPU of the chassis becomes, a transparent element that can be equated to: "Full speed ahead".

So when the stars enter the stadium today to battle for goals, points and trophies, one thing is for sure: The genius can be found within the players, but several geniuses have also taken hold of their shoes and facilitate spectacular scenes – not least thanks to the constant innovations by Lotto, adidas and, of course, ELASTOGRAN.

**Contact:** [martin.vallo@elastogran.de](mailto:martin.vallo@elastogran.de)  
[bruno.taricco@elastogran.it](mailto:bruno.taricco@elastogran.it)



Top design: unusual covers for high heels made of TPU

**“Heaven on Heels” is the dazzling new idea made out of Elastollan®, making high heels so much more comfortable in future.**

High heels are sexy, make legs look longer, emphasise your calves, push out breasts and bottoms, and create that certain

in the form of small, colourful covers that can be pulled over the high heels, like putting a ring on a finger. The small objects are round, and act like a buffer between the high heel and the hard ground. They can be attached and removed again without anyone noticing at any time, a soft internal

# Heaven on Heels.

something when you walk – the sexy hip swing. But they can also be really uncomfortable for your feet and spine. And as for the parquet flooring – it can look like a car roof after a hail-storm, after a good party.

thread in the smart accessories made from the ELASTOGRAN material **Elastollan®** ensures that they fit well on nearly all high heels.

Variety is also the name of the game. Depending on which design the wearer prefers, there are small practical rings in “classic” design in the shape of a calyx and “diamond rings”, which can be placed on top of one another, depending on the height of the heels. “Heaven on Heels” is offered as a complete set in a small bag for the handbag. This fashionable yet practical idea was developed by Astrid Eppinger and Julia Derndinger, both of whom are directors of Dreamware GmbH in Wohltorf near Hamburg. It only remains for us to wish you fun with your high heels without teetering.

**Contact: [marc.wilken@elastogran.de](mailto:marc.wilken@elastogran.de)**

## It's just a Matter of Technology.

**The soles are under the spotlight at the new pilot plant at the Shoe Development Centre in Villanova d'Asti – parameter for parameter.**

Those who are able to test their materials and systems under quasi real production

conditions can see more. Which is why the new machine also produces like any other normal plant, albeit in small, simulated runs.

The idea behind it is the scientific curiosity to recognise even the slightest weakness in the material or in the production of existing and new sole systems, and to immediately eliminate them. The plant itself consists of two reactors for the components polyol and prepolymer. It also has two stations with suitable tools for moulds which operate like a production carrousel, thus increasing flexibility and testability.

It was actually especially planned for application technology in the shoe area, but it can also be used for other applications in other System Houses. In other words, those

who exactly want to know what is possible in modern sole production know a lot more after going to Villanova d'Asti.



New pilot plant in the Shoe Development Centre in Villanova d'Asti

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Publisher: Elastogran Italia spa  
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14019 Villanova d'Asti (AT)  
P.I. 00514540012  
[elastogran@elastogran.de](mailto:elastogran@elastogran.de)  
[www.elastogran.com](http://www.elastogran.com)

Editorial staff: Dr Sylvia Kaufmann, Dr Johann Diedrich Brand, Dr Nicoletta Fissore

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