

Continuation of page 1



Dr Johann Diedrich Brand (left) Anton Traunfellner, Sergio Pizzi, Fabrizio Rissone, Dr Nicoletta Fissore (from left to right) Anton Kappes (right)

Only PU can do the job.

It took the international polyurethane experts from ELASTOGRAN less than one year to revolutionise current shoe developments. Once again, our recipe "everything is possible with PU" proved to be a successful concept. The result is one of the first shoes world-wide which has been completely designed and manufactured of one material: from heel to sole, from tip to the laces. With over a dozen special PU systems and specialties for each component ELASTOGRAN has impressively demonstrated the technical and optical versatility of PU applications as well as the freedom of design it allows designers and manufacturers alike.

More freedom of design, more production efficiency, more material safety.

"Even experts who know polyurethane and its manifold applications very well have discovered new surprising possibilities and are delighted by the idea of a 100% polyurethane shoe," explained Dr Johann Diedrich Brand and Martin Vallo from ELASTOGRAN. In close co-operation with famous suppliers of the shoe industry they had energetically pressed ahead with the project. And Dr Uwe Hartwig, Group Vice President BASF Polyurethanes Europe, got to the point of the pure 1.0:



Dr Uwe Hartwig, Group Vice President BASF Polyurethanes Europe

"Our pure 1.0 is a vision of the polyurethane shoe of the future. It impressively demonstrates the enormous potential polyurethane offers to both designers and manufacturers. The study also underscores that we are able to put ourselves into our customers' position, understand their problems and requirements and develop intelligent solutions for them."

Wherever you want to go, PU will get you there! Always! And usually faster.

Experts from all over Europe have contributed towards this amazing result in design – and all this in less than a year. Now a dozen polyurethane components have merged to a very specific kind of shoe. The outcome is a premium, ultra-modern concept shoe and the renewed proof that there is hardly any limit to the creativity of clever minds if they are only provided with the proper material for the implementation of their ideas: polyurethane.

Contact:
johann-diedrich.brand@elastogran.it
martin.vallo@elastogran.it



Jacques Delmoitiez, President BASF Polyurethanes, presented the pure 1.0 at the SIMAC 2008 in Bologna.

Going strong in India ...

Over 1 billion inhabitants and a huge market for shoe manufacturing.

And an international fair which does not have to fear comparison with other exhibitions. From 31 January to 2 February 2009 the "India International Leather Fair" in Chennai, in the Indian state of Tamil Nadu, was once again in the centre of attention.

The biggest shoe and sole fair on the subcontinent has successfully been staged for many years, and this with ever increasing numbers of participants. This year 393 exhibitors have presented their ideas and products to the very interested and highly knowledgeable visitors, many of whom are direct BASF customers.

BASF Polyurethanes India Ltd. and BASF

Leather Division have jointly presented a selection of their latest sole systems made from Elastopan® and Elastollan®, a good investment in the future of the Indian market. A convincing product and producer presentation was again absolutely essential as many Indian leather manufacturers have extended their business onto shoe production. And they are particularly active in the field of safety shoes.

... And in Russia

ELASTOGRAN participated for the second time at the Roslegprom, the International Footwear exhibition in Moscow. From 17 to 20 February major footwear and sole producers took part in one of the largest events of the footwear industry in that area.



Ladies' shoe: design Giovanna Veronese
Men's shoe: design Filippo Gallina

Can we do it?

Yes, we can – everything is possible with shoes made from polyurethane, as the Footwear Design Award 2008 in Padova proved.

To stay on the bleeding edge tomorrow's shoe designers think of polyurethane when creating the new shoe fashion. The perfect example: the "Footwear Design Award" of ELASTOGRAN in collaboration with Politecnico Calzaturiero in Padova. Despite being a classic, it is still going strong and stronger. 38 young designer talents took part in 2008, a 40% increase compared to 2007. Submissions for ladies' shoes came to 38 models as

opposed to 24 proposals in 2007.

The category men's shoes also experienced a considerable increase in proposals. Just to remind you: The competition was originated to create an opportunity for young talents to learn about the countless design options of polyurethane and to put this knowledge immediately into practice. And this in an extremely sophisticated and creative environment. Apart from the idea itself, the feasibility of the industrial manufacturing of the design will be valued. In 2008 the exhibition was again sponsored by Elastogran Italia, represented by Dr Johann Diedrich

go!personal

New Job – new Challenge

Anton Kappes assumes responsibility for Sales and Technical Service in Central Europe with immediate effect. Anton Kappes, former Head of the Asian Footwear Technical Center (AFTC) in Nansha, China, has returned to the systems house Germany to take over a new task. After more than four years in the newly founded Center for Polyurethane Footwear Systems in Asia Anton Kappes took up a challenging new job in Europe. As from January 2009 he is responsible for Sales and Technical Services for PU Footwear Systems in the Central European market.

go!comment

Beyond Crisis.

ELASTOGRAN 2008 at the SIMAC in Bologna – the start of a new era in shoe design, development and production. The introduction of the "pure 1.0", the first concept shoe made completely of polyurethane components, opened up new possibilities for designers and manufacturers alike. Yet, the concept shoe reveals more than just PU technology at its best – it reflects the spirit of ELASTOGRAN: the belief in the power of innovation as well as the know-how and the skills of the people working with this versatile material.

Enjoy your new go! Yours,
Dr Johann Diedrich Brand, General Manager, European Business Management Footwear

1:0 for pure 1.0.

By presenting the super modern running shoe "pure 1.0", made of 100 per cent polyurethane components, ELASTOGRAN has managed to truly surprise the visitors

of the SIMAC 2008 in Bologna, Italy. True to the motto: Everything inside, everything outside: Everything is possible with PU.

To be continued on page 3



go!imprint

Publisher: Elastogran Italia spa
Strada per Poirino 38
14019 Villanova d'Asti (AT)
P.I. 00514540012
elastogran@elastogran.de
www.elastogran.com

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

Concept, Text, Design: Alder Koenig, D-Hamburg

Photos: Elastogran GmbH, Politecnico Calzaturiero

Lithography: bockermann medien.repro, D-Bünde

Print: Grohmann Druck, D-Bünde




All's PUre – everything's possible.

Experts from all over Europe have made an outstanding achievement in design, feel and comfort of the concept shoe pure 1.0, and surprised

the professional world with a unique result. Yet, the pure 1.0 is just one design out of many more possibilities.

And here you can see how to create the perfect modern shoe from 12 polyurethane components.

Lace System




Thermoplastic Polyurethane (TPU) Elastollan® Supersoft

Material: Elastollan® LP 9316

Properties: elastic as rubber, supersoft and plasticiser-free, high flexibility at low temperatures, hydrolysis-resistant

Chassis




Thermoplastic Polyurethane (TPU) Elastollan® Superior Low Temperature Flexibility

Material: Elastollan® B 60D

Properties: fast cycle time, high tensile strength, outstanding wear resistance, excellent mechanical properties, good damping and resilience performance, superior low temperature flexibility

A) Heel Cushion
B) Heel Chassis



A) Thermoplastic Polyurethane (TPU) Elastollan® Non-woven [1] Elastollan® Breathable Film [2]

[1] Material: Elastollan® B 95A 11N

Properties: breathable, different weights per unit possible, HF welding, elastic

B) Thermoplastic Polyurethane (TPU) Elastollan® UV-stabilized

Material: Elastollan® 670A 10WHU

Properties: phthalate-free plasticiser, UV-stabilized, high resilience performance/stability, transparent with excellent mechanical properties and wear resistance

Chassis Forefoot




Thermoplastic Polyurethane (TPU) Elastollan® UV-stabilized

Material: Elastollan® 695A 10U

Properties: good damping characteristics, UV-stabilized, high resilience performance, transparent with excellent mechanical properties and wear resistance

Insole Top layer



Thermoplastic Polyurethane (TPU) Elastollan® Non-woven [1] Elastollan® Breathable Film [2]


[1] Material: Elastollan® B 95A 11N

Properties: breathable, different weights per unit possible, HF welding, elastic

[2] Material: Elastollan® LP 9286

Properties: processable by extrusion, high water vapour permeability, excellent mechanical properties, outstanding wear resistance, high tear and tensile strength, good resilience performance

Insole




Polyurethane (PU) Elastopan® Climate Control

Properties: increased comfort, fully reversible absorption-desorption process,

no change of mechanical properties after absorption-desorption cycle, higher absorption capacity than best in class material (latex)

Insole Gelpad




Polyurethane (PU) Elastopan® Gel Comfort

Properties: viscoelastic behaviour,

shock-absorbing, delayed reactivity: long gel time and fast demoulding, low stickiness

Upper Part




Polyurethane (PU) Elastopan® Keep Walking

Properties: polyester-based with very

high hydrolysis resistance, increased lifetime, technology with a wide application field

Front Outsole




Thermoplastic Polyurethane (TPU) Elastollan® Light

Material: Elastollan® Expandable SP 9322

Properties: weight reduction, no finish-

ing such as painting required, improved thermal insulation, expandable Elastollan® can be processed on conventional injection moulding units, Elastollan® Light soles fulfil the current SATRA requirements for the shoe industry

Heel Outsole



Polyurethane (PU) Elastopan® Rubber-Like

Properties: pleasant touch and excellent

grip, very good mechanical properties such as wear resistance, good flexing properties even at low temperatures

Logo Inlays



Thermoplastic Polyurethane (TPU) Elastollan® Supersoft

Material: Elastollan® SP 9340

Properties: rubber-like TPU, phthalate-free plasticiser, very good slip resistance, mat surface