Sekisui Plastics Co., Ltd.

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Investor and Public Relations Department
Odakyu Dai-Ichi-Life Bldg. 2-7-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0727, Japan
TEL: +81-(0)3-3347-9711 E-mail: m01271@sekisuiplastics.co.jp

Sekisui Plastics developed ELASTIL™ PLANT-BASED grade.

Sekisui Plastics Co., Ltd. (Head office: 2-4-4 Nishitenma, Kita-ku, Osaka-shi, President : Masato Kashiwabara) has developed ELASTIL™ PLANT-BASED grade contributing to a sustainable society.

1. Feature

"ELASTIL" is expanded thermoplastic elastomer that has been developed by our unique foaming and molding technologies. Molded "ELASTIL" foam has high mechanical properties such as flexural and compression strength, higher resiliency and lightweight.

Floatride Energy mid-sole of Reebok's running shoe is made of "ELASTIL" molded article. To enrich more selection in this product, Sekisui Plastics developed a new grade which contains PLANT-BASED material in the composition, called "ELASTIL" BIO. This is one of our answers to the market which desires more sustainable products. This latest challenge has succeeded in maintaining higher performance as existing "ELASTIL", being composed with sustainable material.

2. Adopted for Reebok "Floatride Energy GROW"

Reebok released a First-Ever Plant-based Performance RUNNING Shoe "Floatride Energy GROW", which will be launched in Fall 2020. In recognition of the performance, "ELASTIL" BIO is adopted as the mid-sole material of this model.

Adopted as the mid-sole material

REEBOK "Floatride Energy GROW"

3. To be an "Environmental Leading Company"

To be an "Environmental Leading Company", Sekisui Plastics promotes "SKG-5R" activities that includes 2R (REPLACE, RE-CREATE) in addition to 3R activities (REDUCE, REUSE, RECYCLE) that we actively put all our effort into.

"ELASTIL" BIO is one of our developments in "RE-PLACE" activity, one example of replacing from petroleum-based materials to sustainable plant-based materials. Not only this, we will continue to contribute to a sustainable society through our business activities.

END