



## **BASF polyurethane powers new Aerocore Energy System in the Timberland PRO Reaxion safety shoe**

- **Bringing comfort, durability and performance to safety shoes**
- **Versatile shoes suitable for both indoor and outdoor activities**

BASF's polyurethane (PU) and thermoplastic polyurethane (TPU) are key components powering the latest innovation for industrial workers in the new Timberland PRO<sup>®</sup> Reaxion safety shoe. The Reaxion safety shoe features Timberland's proprietary Aerocore<sup>™</sup> Energy System, fusing together the comfort and flexibility of an athletic shoe with the performance and durability of a work boot.

"We wanted to give workers a new experience. A safety shoe that is just as comfortable and appealing as their favorite athletic shoes, but provides the energy return needed to keep them going during the workday," said Bert Spiller, Vice President Product Creation at Timberland PRO. "We needed help to make that happen and BASF was the right partner for the job."

The Aerocore Energy System is comprised of three layers: the Anti-Fatigue Technology footbed, a foam midsole, and a non-marking outsole. The layers work together to

provide superior energy return, comfort and grip. These features lead to an especially versatile work shoe, making the Timberland PRO Reaxion ideal for indoor work such as warehousing and manufacturing, as well as outdoor jobs in construction and other fields.

BASF's Elastollan® TPU is featured in the outsole because of its excellent anti-abrasion and traction performance. Elastopan® high-rebound PU foam is used in the midsole and insole to offer all-day support and comfort. BASF was able to tailor the formulation of the PU on the molecular level to give the Timberland PRO team the performance they needed for their new Reaxion safety shoe.

“BASF has over 40 years of experience in the footwear materials segment and this collaboration with Timberland PRO shows how important chemistry and design are in driving the future of safety shoe performance,” said Mark Zhu, Market Segment Manager for Footwear, Sports and Leisure, BASF Performance Materials.

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### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,800 employees in North America and had sales of \$18.4 billion in 2019. For more information about BASF's North American operations, visit [www.basf.com/us](http://www.basf.com/us).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

## **About Timberland**

Founded in 1973, Timberland is a global outdoor lifestyle brand based in Stratham, New Hampshire, with international headquarters in Switzerland and Hong Kong. Best known for its original yellow boot designed for the harsh elements of New England, Timberland today offers a full range of footwear, apparel and accessories for people who value purposeful style and share the brand's passion for enjoying – and protecting – nature.

At the heart of the Timberland® brand is the core belief that a greener future is a better future. This comes to life through a decades-long commitment to make products responsibly, protect the outdoors, and strengthen communities around the world. To share in Timberland's mission to step outside, work together and make it better, visit one of our stores, [timberland.com](https://www.timberland.com) or follow us @timberland. Timberland is a VF Corporation brand.