Winter sports: Pebax® Powered “slides” into top gear

Pebax®, Arkema’s high performance thermoplastic elastomer, has become a key material in the manufacture of ski boots. For sports equipment manufacturers, its unique properties have become genuine marketing arguments for consumers. The proof of this: the brands now readily display the Pebax® Powered logo.

At the International Sports tradeshow (Ispo, Munich, 24-27 January 2016), leading winter sports brands such as Dynafit, Fischer, K2, Scarpa and Scott showcased their latest ski boot models manufactured with the Pebax® thermoplastic elastomer. This high performance material is well known to ski and mountain professional experts for its unique combination of light weight, flexibility, energy return and exceptional reliability. Depending on the models, it is used in the shell, collar or sole of ski boots.

The Pebax® Powered logo, a pledge of quality for sports brands

As proof of the appeal of Pebax® and a pledge of the qualities it delivers, several of these leading brands now display the Pebax® Powered logo on their products to educate consumers. Via either specific labeling or direct marking, consumers will now associate the performances of their shoes with this key and essential material. K2 have chosen to print the Pebax® Powered logo on its latest model, Pinnacle Pro 130, while Scarpa (e.g. Maestrale) and Scott (e.g. Cosmos) have opted for a specific label.
Pebax®, sought after by mountain professional athletes and experts

Pebax® allows athletes to "stretch their limits" and mountain experts to combine comfort with safety.

➢ Watch a video of testimonies by Benjamin Faivre (cross-country skiing), Fred Roulx (mountain guide), Marion Auberger (first-aid rescuer) and Giulia Monego (freerider)

More information on: pebaxpowered.com

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Contacts

Press
Sybille Chaix
+ 33 (1) 49 00 70 30
sybille.chaix@arkema.com

Sports Market Manager
Jérôme Allanic
+ 86 21 6147 6779
jerome.allanic@arkema.com

A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.5 billion in 2014, we employ approximately 19,200 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in lightweight materials, renewable feedstocks, energy generation and storage, water treatment, electronics and 3D printing. For the latest, visit www.arkema.com

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