

## Arkema celebrates the 40th anniversary of its Pebax® brand with some big steps forward in sustainability

**As a leading innovator in amino 11 chemistry derived from sustainable castor seeds, Arkema's famous range of high performance thermoplastic elastomers has evolved to include a wide portfolio of advanced bio-circular solutions.**

During its first four decades, the Pebax® elastomer family has proven itself as a superstar in the sports shoe industry – setting countless world records along the way. It has also established itself as a reference material in a wide variety of industrial, consumer electronics, wearable device, and medical device applications that celebrate its outstanding energy return, lightness, and durable flexibility.

More recently, Arkema has taken several steps forward in terms of bio-sourced origin and the circular economy.

- **An entire range of Pebax® Rnew® bio-based grades** whose 'hard polyamide blocks' are derived from Arkema's flagship polyamide 11 chemistry; Available in Shore D hardness range of 30 to 80
- **A wide range of partially bio-based lightweight foams** available commercially through Arkema's network of partner foam producers – lighter and more resilient than traditional foams used in high performance sports shoes while retaining the explosive energy return for which Pebax® polymers have become world famous
- **New partially bio-based hydrophilic grades** particularly suited for breathable membranes for the sustainable apparel market
- Recently announced **Virtucycle® partnership program** for recycling post-industrial and post-consumer polymers
- Arkema and its partners have recently celebrated four years of successful implementation of the **Pragati program\*** which drives sustainable castor bean farming in India; over 4,500 castor seed farmers in India have now been certified
- In support of our partner customers in the high performance sports market, Arkema has created a dedicated consumer-facing website [www.pebaxpowered.com](http://www.pebaxpowered.com) to educate consumers in terms of technical and sustainable performance

"Sustainability has been a major driver of our innovation," said Erwoan Pezron, Senior VP, High performance polymers. "We are proud to deliver advanced bio-circular materials to our customers. We continue to innovate in exciting new arenas such as 3D printing, sustainable toys, and a wide variety of consumer applications. We look forward to an exciting future driven by our rich pipeline of new developments.!"

*\* The Pragati project is a collaborative project by Arkema, BASF, Jayant Agro-Organics, and Solidaridad, the implementing partner. The goal of the project is to encourage sustainable castor bean farming in Gujarat, India, where the majority of the world's supply originates. Pragati is the Hindi word for progress.*

Building on its unique set of expertise in materials science, **Arkema** offers a portfolio of first-class technologies to address ever-growing demand for new and sustainable materials. With the ambition to become in 2024 a pure player in Specialty Materials, the Group is structured into 3 complementary, resilient and highly innovative segments dedicated to Specialty Materials -Adhesive solutions, Advanced Materials, and Coating Solutions- accounting for some 80% of Group sales, and a well-positioned and competitive Intermediates segment. Arkema offers cutting-edge technological solutions to meet the challenges of, among other things, new energies, access to water, recycling, urbanization and mobility, and fosters a permanent dialogue with all its stakeholders. The Group reported sales of around €8 billion in 2020, and operates in some 55 countries with 20,500 employees worldwide. [www.arkema.com](http://www.arkema.com)

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