

Colombes, France, June 25 2014

Pebax® features in Puma's evoPOWER football boot, worn by Puma players at the 2014 FIFA World Cup™!

Arkema's Pebax® elastomer is an integral part of the latest evoPOWER football boot from the global sports brand Puma. This style of shoe stands out by its design and the shooting power it imparts, and so is being worn by many Puma-sponsored players at the 2014 FIFA World Cup™ in Brazil!



Puma's evoPOWER has been designed around Pebax® for the manufacture of two key components of the boot.

The outer sole plate is made of Pebax®. This choice confirms Puma's confidence in the outstanding technical performances of this elastomer: light weight, dynamic fit and sturdiness. It delivers optimum responsiveness of the shoe to the player's movements, while ensuring improved ball control as well as better adherence to the ground thanks to its flexibility.

evoPOWER also uses a foam made from Pebax® in the Puma's Accufoam technology for the padding of raised areas and the reinforcing strips on the shoe's upper. This foam is three times lighter than the traditional ethylene-vinyl acetate (EVA) foam, for similar cushioning properties. These reinforcing strips provide both flexibility and comfort.

The evoPOWER shoe is being worn by many players currently in Brazil.

More information on pebax.com

*A global chemical company and France's leading chemicals producer, **Arkema** is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in more than 40 countries, some 14,000 employees and 10 research centers, Arkema generates annual revenue of €6.1 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.*

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