

BASF & FOAM FACTORY CELEBRATE WORLD SLEEP DAY WITH LATEST PILLOW FOAM TECHNOLOGY THAT PROMISES A BETTER NIGHT'S SLEEP

- **Innovation and design of Foam Factory's Driftaway pillows made possible by BASF's CosyPUR® foam.**
- **Collaboration to develop cutting-edge polyurethane foam with optimal comfort and support for different sleep positions.**
- **Innovative performance material enables smart sleep technology to be embedded in the pillow.**

17 March 2022; Johannesburg, South Africa – Coinciding with World Sleep Day on 18 March, multinational chemical producer BASF is proud to announce a Foam Factory collaboration designed to help put more South Africans to sleep.

BASF's Performance Materials team in South Africa is partnering with Foam Factory to incorporate [BASF's CosyPUR®](#) memory foam into Foam Factory's [Driftaway pillows](#) to create continual comfort pillows.

CosyPUR® is a new viscoelastic polyurethane flexible foam that's specifically adjustable thanks to cell morphology. What that means is it's soft but supportive, giving you the perfect pillow on which to enjoy a good night's rest.

Taking flexible foam to the next level, the open cell structure of CosyPUR® foam lets air pass through the material. This dissipates body heat, allowing for more breathability and an overall better sleeping experience. The foam is versatile, so it's suitable for more than just pillows; think cushions, back rests, mattresses, and orthopedic products.

Sunneal Shah, BASF's Team Leader: Sub Saharan Africa Performance Materials, explains how the innovative material enables smart sleep technology to be embedded in pillows and more. "BASF is at the forefront of developing innovative, high-performance polyurethane foams. These foams can be used to manufacture a variety of products, like the premium quality viscoelastic pillows that Foam Factory is producing. Using CosyPUR® in the Driftaway viscoelastic pillows helps ensure good posture during sleep," says Shah.

Neill Aitken, Sales Director at Foam Factory expands on the relationship between the companies and what that's enabled. "Foam Factory has worked with BASF formulations for over 15 years, and we've been impressed with the amazing results. At Foam Factory, we believe in nurturing long-term relationships with our suppliers based on innovation, consistency, reliability, and

flexibility. The ‘chemistry’ between our two organisations speaks volumes and we look forward to many more mutually successful years of collaboration.”

To find out more about the pillows, or to buy your own, visit <https://www.driftawaybeds.co.za/>

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About BASF’s Performance Materials division

BASF’s Performance Materials division encompasses the entire materials’ know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications, and consumer goods – the division has a strong portfolio of products and services combined with deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2019, the Performance Materials division achieved global sales of €6.06 bn. More information online: www.plastics.basf.com

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111.000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. 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

About Foam Factory

Driftaway Beds & Pillows forms part of the stable brands manufactured by Foam Factory with branches in Centurion, Cape Town and East London. Founded in the early 1990’s, the directorship boasts over 50 years industry experience, successfully becoming synonymous with the term “value for money”.

It’s what’s inside that counts. This promise is at the centre of the Driftaway brand and it’s products. 100% manufactured in house to the highest standards.

FOR MORE INFORMATION:

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