



## **BASF and Maincal collaborate for the launch of South America's first safety shoe made with Infinergy®**

- **Voran SportSafe is designed for superior levels of responsiveness, comfort and durability**
- **Infinergy® by BASF, high performance responsive material is featured in the midsole of the shoe**
- **Infinergy® makes its debut in South America market through collaboration with Maincal**

The leading Argentine footwear brand, Maincal partners with BASF to launch the first safety shoe in South America made with Infinergy®, Expanded Thermoplastic Polyurethane (E-TPU). Voran SportSafe, the new safety shoe series by Maincal enables safety footwear users to move and work in comfort with all day compression technology. Infinergy® enhances the Voran SportSafe with superior responsiveness, comfort and durability.

SportSafe Energy is designed for workers in automotive, food, logistics industries and other challenging work areas that require exceptional comfort over long periods of time. The design is versatile, allowing individuals to wear the same pair of shoes to work and outside of a workplace.

“The launch is the result of an innovation strategy through which we have made our products present in the main industries of the country. The alliance with BASF and the incorporation of its unique technology in Voran’s SportSafe Energy line will generate great expectations from the market. This will also help us with our expansion plans to international markets, contributing to the company’s annual growth,” says Pablo López Calí, Commercial Director of Maincal.

The flagship model of the Voran SportSafe line, Energy 420G, received an international award “Best in Show” at the NSC 2019 Congress & Expo, an annual event that brings

together the leaders in the field of industrial safety in the United States.

BASF's Elastopan® is also used in the *Ultragrip Sole technology*, which provides greater adhesion and resistance to sliding on the most demanding surfaces. Ultralight® polyurethane is another element used in the technology bringing greater comfort, durability and lightness to the shoe.

“Combining the new technology and design was not easy but we are proud to have met this challenge together with a leading safety footwear manufacturer in Argentina. While Maincal contributed with their innovation laboratory, design team, and production capacity with 300 employees, BASF provided a leading-edge technology that delivers superior comfort and long-term durability”, says Juan Martin Nasi, polyurethanes specialist, Performance Materials, South America, BASF.

In addition to its sporty look and feel, SportSafe features an aluminum toe cap which is 40% lighter than traditional steel. It gives an additional safety component as it is highly visible and reflective. The design of its sole is inspired by natural foot movements offering greater stability while reducing fatigue.

Eight SportSafe models will be launched in different colors with textile and leather vamp options. All of them will be available online and in the Maincal distributors network.

For more information: <http://infinergy.basf.com>, <http://footwear.basf.com>

#### **About BASF**

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 6 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 BASF Performance Materials Division**

BASF's Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. We are 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 a 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 billion. Further information at [www.plastics.basf.com](http://www.plastics.basf.com).

### **About Maincal**

Maincal S.A. is a leading company in the manufacture of safety footwear in Argentina. Founded in 1960 in the city of Rosario, Santa Fe province, the company has gone on a path of continuous growth specializing in the manufacture of footwear for professional uses, achieving today a prestigious position in the sector, permanently centered on quality, research, technology, and innovation in manufacturing of your products.

With its functional and Voran brands, it provides the main industries of the country, with outstanding participation in key sectors such as automotive, steel, oil, energy, and mining. In addition, the company has an extensive nationwide commercial network consisting of industrial hardware stores, distributors of personal protection equipment, and retailers.

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#### **Maincal**

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