

August 13, 2024



Huntsman to launch gripping new footwear range at NW Materials Show

Huntsman Polyurethanes (Elastomers)
External communications: AVALON® GECKO launch

Pre-show PR



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Footwear experts from Huntsman's Polyurethanes business will be exhibiting at the NW Materials Show at the end of August where they will launch a gripping new soling development for the footwear industry.

Dependable, durable, and developed with circularity in mind, the new portfolio of high performing thermoplastic polyurethane (TPU) products will be of interest to footwear brands producing running, hiking and safety shoes.

Matthew Canoy, Global Marketing Director PU Elastomers at Huntsman, said: "We're always excited to attend the NW Materials Show. This year there is an extra layer of anticipation as we prepare to launch a new range of soling materials for the footwear industry. Our latest product innovation follows the successful launch, last September, of SMARTLITE® O liquid TPU (LTPU). The new technology we'll be launching in August is compatible with SMARTLITE® O LTPU and is aligned with the sustainability, automation, customization and smart manufacturing needs of a sector that is renowned for fast-paced innovation."

To register to receive more information about Huntsman's new product line, go to:
<https://www.getthegrip.online>

Alternatively, visit Huntsman at the NW Materials Show at Booth 4007.

August 28-29, 2024
Oregon Convention Center
Portland, Oregon