

SHOCK ABSORPTION

BROOKS

RUNNING SHOE

AVIENT SOLUTION

Customized TPE material

WHY AVIENT?

- Provided a 30-50% improvement in cushioning over traditional material
- Simplified manufacturing from four-steps to a single injection molding process, yielding a 30-40% reduction in energy usage
- Increased sales by up to 40% compared with the previous model

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KEY REQUIREMENTS

- Exceed current material performance
- Optimal cushioning
- Fast reaction time
- Both energy absorption and return