

Colombes, 4 February 2016

Winter sports: Pebax® Powered “slides” into top gear

Pebax®, Arkema’s high performance thermoplastic elastomer, has become a key material in the manufacture of ski boots. For sports equipment manufacturers, its unique properties have become genuine marketing arguments for consumers. The proof of this: the brands now readily display the Pebax® Powered logo.

At the International Sports tradeshow (Ispo, Munich, 24-27 January 2016), leading winter sports brands such as Dynafit, Fischer, K2, Scarpa and Scott showcased their latest ski boot models manufactured with the Pebax® thermoplastic elastomer. This high performance material is well known to ski and mountain professional experts for its unique combination of light weight, flexibility, energy return and exceptional reliability. Depending on the models, it is used in the shell, collar or sole of ski boots.



Dynafit – FT1

Fischer – RCS Carbonlite

K2 – Pinnacle Pro 130

Scarpa – Freedom RS

Scott - Celeste

The Pebax® Powered logo, a pledge of quality for sports brands



As proof of the appeal of Pebax® and a pledge of the qualities it delivers, several of these leading brands now display the Pebax® Powered logo on their products to educate consumers. Via either specific labeling or direct marking, consumers will now associate the performances of their shoes with this key and essential material. K2 have chosen to print the Pebax® Powered logo on its latest model, Pinnacle Pro 130, while Scarpa (e.g. Maestrone) and Scott (e.g. Cosmos) have opted for a specific label.



K2 Pinnacle Pro 130



Scarpa Maestrale

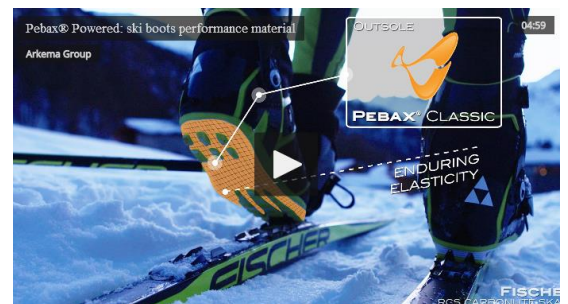


Scott Cosmos

Pebax®, sought after by mountain professional athletes and experts

Pebax® allows athletes to “stretch their limits” and mountain experts to combine comfort with safety.

- [Watch a video of testimonies by Benjamin Faivre \(cross-country skiing\), Fred Roulx \(mountain guide\), Marion Auburger \(first-aid rescuer\) and Giulia Monego \(freerider\)](#)



More information on: pebaxpowered.com

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