

Footwear Innovation

BounCell-X™

As part of its strategy to become a solutions provider to the sports and recreation industry, Lubrizol recently formed a partnership with a specialty foam technology provider. The combination of Lubrizol's innovative polymer chemistries including Estane® TPU, and the provider's unique foaming process, resulted in a new technology called BounCell-X™ high performance TPU foam. BounCell-X delivers highly elastic microcellular parts for cushioning and long term durability applications – critical for the sports and recreation industry.

The Benefits of BounCell-X™ Technology

Through BounCell-X technology, Lubrizol provides superior compression properties, improved production efficiency, aesthetic appeal as well as the traditional TPU properties of abrasion and cut resistance. The Estane TPU product line for BounCell-X™ contains no extra chemical additives, making it a good fit for brands with post-consumer recycling programs.

Properties	BCX Product Series
Asker C	38 – 65
Density	0.25 min.
Rebound (%)	32 – 51
Compression set at RT (%)	5 min.
Compression set at 50C (%)	12 min.

Foam



BOUNCELL X™



Lubrizol

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