



Press Release

Xinhuarun and Reverdia Partner to Develop Microcellular Foam Shoe Soles

5 October 2016

Reverdia and Dezhou Xinhuarun Technology (Xinhuarun) have signed an agreement to jointly develop and promote Biosuccinium™-based microcellular polyurethane (PU) foams. These new microcellular foams will be used in soles for footwear and further applications. Based in China, Xinhuarun's products are exported across Asia, America, Europe and the Middle East.

Ms. Liang Yanzhi, Chair of the Board at Xinhuarun said, "Xinhuarun will work exclusively with Reverdia, using Biosuccinium™ for its microcellular PU foams in shoe soles. Going forward, we will expand our work with Reverdia towards development and commercialisation of other sustainable polymers in our strategic markets. These innovative materials address a potential market in excess of \$500 million."

Marcel Lubben, President of Reverdia said, "We are excited to work with a leading company like Xinhuarun and to be part of its journey towards next generation renewable footwear. This collaboration and the planned expansion demonstrate Biosuccinium™'s ability to bring excellent functionality and best-in-class eco-footprint to Xinhuarun's bio-materials."

About Dezhou Xinhuarun Technology Co., Ltd.

Xinhuarun has been dedicated to the development and manufacturing of functional footwear, shoe soles and innovative polymers for decades. As an industry pioneer, Xinhuarun is well adapted to different technologies which lead and serve the footwear market, including polymer synthesis, chemical modification, blending modification and dynamic vulcanization. The company has forged strong partnerships with many first-tier domestic and international brand-owners.

About Reverdia

Reverdia enables the bio-based materials of tomorrow with its industry-leading Biosuccinium™ offering. It works with brand owners and manufacturers on application co-development for sustainable products. Produced since 2012, Biosuccinium™ is sold globally. The Biosuccinium™ Technology is also offered under license to value chain partners and co-producers.

For more information visit: www.reverdia.com

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