

## 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

### LEARN MORE

### KEY REQUIREMENTS

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