

CREATING PRODUCTS AND SERVICES

DYNAFLYTE: REDUCING WEIGHT AND CO₂

Every year, we carry out a range of R&D projects in order to continuously improve the sustainability of our products. Maintaining effective cushioning while simultaneously reducing weight is a key challenge in the development of running footwear, and one of the main areas we focus on in our research.

In 2016, in response to this challenge, we launched the DynaFlyte running trainer. Weighing less than 300g (size 9), DynaFlyte is our lightest-ever cushioning shoe.

The shoe achieves its lightness thanks to its full-length FlyteFoam midsole. This midsole foam material is about 55% lighter than the current industry standard, but is also about 8% more durable than the EVA material used in the GEL-KAYANO 21 running shoe midsole. Because of the improved material efficiency of the midsole, the production of each pair reduces CO₂ emissions by an estimated 10%, compared with our previous EVA midsole.



SHIFTING TO MORE SUSTAINABLE MATERIALS

As part of our commitment to driving sustainability in our apparel and footwear, we are shifting away from using virgin polyester in our fabrics toward more sustainable materials such as bio-based or recycled polyester.

As well as applying sustainable materials for our inline collections, we also use them for items distributed at ASICS-supported events. In 2016, this included souvenir and official volunteer shirts made from recycled polyester fabric for the Barcelona, Frankfurt, Stockholm and Paris marathons. We also provided jackets to volunteers and staff at the Tokyo marathon using a bio-based polyester fabric.

For the Olympic and Paralympic Games Rio 2016, we provided the Japanese team with shirts made from a 100% bio-based polyester fabric. Jackets and other uniform apparel featured 30% bio-based fabric.*

36,000

ITEMS MADE FROM RECYCLED OR BIO-BASED FABRIC SUPPLIED TO ASICS-SUPPORTED EVENTS IN EUROPE

100%

BIO-BASED POLYESTER SHIRTS



* ASICS is a gold partner (sporting goods) of the Japanese Olympic and Paralympic Delegation.