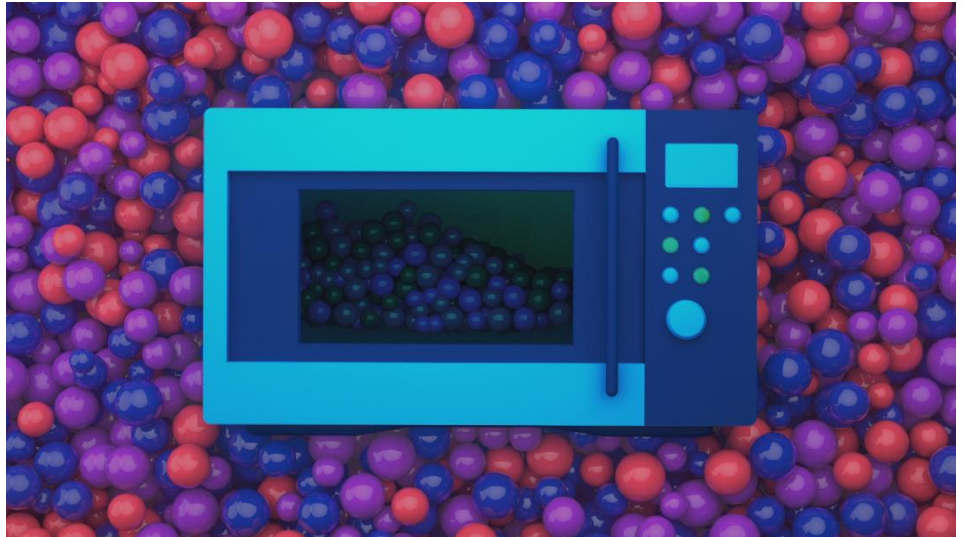


ARE INSTANT SOLES THE FUTURE OF FOOTWEAR?

ASICS REVEALS INNOVATIVE MICROWAVE TECHNOLOGY THAT CUSTOMIZES SOLES IN A MATTER OF SECONDS



True sport performance brand ASICS has co-developed a new, super-quick technique for creating colorful soles for its footwear at the Tayin Research & Development Co., Ltd. as part of a new approach towards footwear production.

The creation process, which uses microwave technology, is both speedy and sustainable - taking as little as around 15 seconds to create in-factory with huge potential to pave the way for decreasing environmental impact.

Currently in testing phase, ASICS estimates that the use of microwave production technology will reduce energy consumption by almost 90% compared to ASICS' standard techniques.

As well as environmental benefits, the technology also has huge potential to revolutionise the future in-store experience for consumers. The evolution of this technology could eventually give trainer enthusiasts and fashion-forward shoppers the option to customize the colour of the midsole and upper on the spot in-store. ASICS plans to introduce this technology to select footwear ranges in the future.

Paul Miles, Senior General Manager, Global Marketing Division, ASICS Corporation says, *"At ASICS, we invest greatly in innovation and look to improve each and every product year on year with the help of the latest technology. The introduction of this production technique could offer future*

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.

footwear fans an innovative fashion fix in the form of customizing their shoes before their very eyes”

To find out more about ASICS, visit asics.com

MICROWAVE TECHNOLOGY Website and Video:

URL: [ASICS.com/collections/custom](https://asics.com/collections/custom)

Video: <https://youtu.be/ozov0LBDtE8>

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The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.