

ASICS Announces Using Microwave Technology to Make Midsoles

Customized Midsoles' Production Only Needs 15 Seconds

CHUO-KU, KOBE Nov. 22 ASICS, one of the largest sport performance brand in the world, announced microwave technology of making customized midsoles of shoes within 15 seconds. Unlike big companies (Adidas, Nike, etc.) who have been using 3D-printing techniques on making midsoles, ASICS' microwave technology would only take 15 seconds to make a pair of customized midsoles. One more advantage of this technology is that it is going to spend almost 90% less energy than the 3D-printing techniques which will both energy-efficient and cost-efficient.

This technology was invented by a Taiwanese research company. As it is mentioned in the ASICS' announcement, after gathering information about the characteristics of customer's foot, this technique will merge different materials that are most comfortable and suitable for specific customers, and produce the products with the collection of heat by microwave. In the fairly new and unexplored customized shoemaking industry, the 3D printing technology was only released half a year ago, and most companies have been using it to make customized shoes. 3D printing technology requires a complex algorithm under CAD program which can be very complicated and time-consuming. Comparing to 3D printing, the microwave technology will simply require materials to be placed under microwave, and it would merge automatically into the desired products. ASICS also pointed out that even though this technique is still now in previewing and testing stage, the plan will be carried out smoothly, and this revolutionary technology will soon be released in the shoemaking industry and surprise many other big companies.

“ASICS is determined to further improve the sustainability of our products and supply chain by focusing on sustainable, high quality and safe materials,” said Joji Yoshimoto, General Manager of CSR Sustainability Department at ASICS. “Partnering with bluesign offers us the opportunity to shift our focus from restricting hazardous chemicals towards providing insight into positive chemicals that our suppliers can use. This positive approach is in line with our ambition to collaborate more closely with our suppliers to achieve our common sustainability goals.”

In the near future, customers will be able to purchase shoes with customized midsoles with the help of microwave techniques in the retailers. These shoes will be more comfortable to wear and thus will be very popular. Especially for people who have medical conditions like tarsoloptosis, they will be more than happy to purchase these shoes with customized midsoles. At that time, customers will have opportunities to buy shoes

according to their own likings. With the improved minds of energy efficiency, this technology will be extremely profitable.

About ASICS

ASICS, the leading running shoe brand, was founded in 1949 by Kihachiro Onitsuka. Since then, ASICS always pursuing the number one brand for the sports enthusiast as their mission. In 1990, ASICS opened research institute for sports. Since then, ASICS has released many innovative technologies. In 2012, ASICS was awarded the best overall brand in inaugural running fitness award. In 2017, ASICS wins EPA's Energy Star for energy efficiency. To learn more, please visit [asics.com](https://www.asics.com). Also, you can follow ASICS on [Facebook](#) and [Twitter](#).

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