



CASE STUDY: FOOTWEAR

Material that hits the ground running.

The Challenge

A no-tie shoelace alternative brand came to Material ConneXion after experiencing a high breakage rate in their product.

With negative reviews impacting sales, and a contract with a major sportswear company on hold due to quality concerns, they needed a solution - and quick!

Key Requirements

- + Durability
- + Ease of Implementation
- + Time to Launch

The Discovery

Through Material Landscape, MCX identified highly elastomeric bands for the product line and supported the client as they entered production.

The Material Solution

Elastomers and rubbers normally sourced for garden equipment, under the hood in automotive, and medical devices were all considered for this consumer product.

The material recommendations made by Material ConneXion are being tested in the brand's current product offerings. The right material means a dramatically improved product and happy customers.

Material Landscape provides select resources through material deliveries and focused project workshops on topics such as:

- + Sustainability
- + Efficiency Evaluation
- + Competitive Analysis
- + Product Evaluation
- + Opportunities Analysis
- + Material Trends

**Material
ConneXion**[®]
Every idea has a material solution.™

