

## PRESS RELEASE

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## Decathlon, Lonati Group & Demgy Showcase a Made-from-Waste Shoe Concept at ITMA in Milan

By taking up a technological challenge, the companies are defining the future rules of shoe manufacturing: recycling waste & producing locally.

Decathlon, a leading global sports company, Lonati Group and DEMGY unveiled a Made-from-Waste Shoe at ITMA in Milan. To produce this shoe, Decathlon used DEMGY's expertise in plastics thermocompression and Lonati's shoe-upper knitting machines.

**Phillipe Seille, Exploration Leader at Decathlon**, expressed his excitement about the innovation, stating, "Within the Decathlon team, we have a strong conviction: in the near future, we will manufacture our products differently. Making a Made-from-Waste Shoe is a decisive first step and exemplifies our commitment to sustainability."

This innovative shoe combines Lonati's meticulously crafted sock with an innovative outsole produced using DEMGY's plastic expertise. Lonati's XT-MACHINE and Double Cylinder E1530XS knitting machines allow the production of shoe uppers with single or double-layer fabric, resulting in an integrated upper that offers unparalleled comfort, lightness, performance, and quality.

DEMGY's thermocompression press is producing the outsole of the shoe out of wastages, showcasing Demgy's expertise in polymer & composite processing. The first output of this common project gives us a full TPU outsole, made out of 70% of recycled TPU coming from water pockets of the Decathlon running department.

**Mathieu Crespin, Deputy Managing Director DEMGY Atlantique** (Gétigné - France) added, "We are taking up a technological challenge. Recycling waste is extremely complex. The idea is to leave no waste aside. So, we've teamed up with the best by adding all the DEMGY, Lonati & Decathlon expertise and we've worked hard to meet this challenge."

By using waste as a raw material, the shoe allows to extract less virgin raw material and to give a 2nd, 3rd, 4th... life to these plastics. The glue-free assembly method used to manufacture the shoe, allows an easy dismantling and recycling of the upper and the sole part. All of this contributes to a more sustainable and environmentally friendly product.

The conception process managed by Decathlon now takes into consideration - from its very beginning - the end of life of products. While designing stronger and decarbonized products, Decathlon passionate teams are already thinking about how they can dismantle and recycle this recycled shoe.

**Phillipe Seille** concluded: "Within the Decathlon team, we want to add a stage in the life of our products: the end of life should no longer be an end but the beginning of something else. That's what we call the "loop". Our products remain reliable and solid, but their end of life would have been thought out and anticipated. Decathlon has always been at the forefront of innovation and will remain so."

### About DECATHLON

DECATHLON, one of the world's leading sporting goods companies, headquartered in France, specialises in the creation of innovative sporting goods and their distribution online and in more than 1,700 stores worldwide. DECATHLON employs 105,000 teammates and is present in 72 territories around the world.

**More news :** <https://www.decathlon-united.media> | **Contact:** [international.media@decathlon.com](mailto:international.media@decathlon.com)

### About DEMGY:

Founded in 1947, DEMGY, an innovative plastics technology group, designs and manufactures high-performance plastic and composite solutions that are lighter than metal, to promote energy savings in sectors with a high carbon footprint.

In 2023, its Multiplasturgy® concept, a one-stop shop for its 14 areas of expertise, will become circular: circular Multiplasturgy®. A new cycle begins thanks to eco-design, which enables upstream management of production end-of-life and recyclability.

The Normandy-based Group has five sites in France, including its head office in St-Aubin-sur-Gaillon (27), two in Romania, one in the United States and 2 R&D centers.

In 2022, the DEMGY Group generated sales of 75 million euros, 7% of which was invested in R&D and capital expenditure. DEMGY employs 660 people.

**More news:** <https://www.demgy.com/en/>

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