

Heierling Relies on Riteflex[®] TPC-ET from Celanese to Craft Ski Boot Prized by Top Downhill Stars

Exceeds Limit of Performance for Conventional Materials

Sulzbach, Germany, Florence, Ky., Shanghai, PR China, Oct. 16, 2013 – Heierling, the Swiss company that launched the first ski boot in 1885 and is known worldwide for high-end quality standards, relies on a Riteflex[®] thermoplastic polyester alloy (TPC-ET) from Celanese Corporation (NYSE: CE), a global technology and specialty materials company, to give its new Heierling H1 performance model an optimum balance between comfort and precision.

“Achieving top performance in downhill skiing means making the ultimate demands on you and on the material. This also applies to us as a partner of successful downhill racers,” said Hans-Martin Heierling, owner and director of the company, in explaining why the Davos, Switzerland-based company relies on Riteflex TPC-ET RKX-350 for high performance. “There was only one polymer in the running for the Heierling H1 because it exceeds the limit of performance of conventional materials. We found this high-performance polymer in Riteflex TPC-ET from Celanese because it does help in making the boot lighter and also provides a progressive-dynamic flex over all temperature ranges.”

The Heierling H1, the first ski boot under the Heierling brand since 1997 when the company ceased production, is manufactured in association with Alpina Sports where the shell and cuff are injection molded from Riteflex TPC-ET RKX-350. Assembly, including the liner and individual customizing, is carried out at the Heierling workshop, which is recognized as one of the best boot fitters in Europe and has supplied equipment to downhill stars such as Bode Miller and Lindsey Vonn.

Riteflex TPC-ET RKX-350 offers an innovative combination of hard and soft segments — providing the desirable properties of thermoset elastomers along with the processing ease of thermoplastics:

- Performs over a temperature range of -40 degrees Celsius to 121 degrees Celsius (-40 degrees Fahrenheit to 249 degrees Fahrenheit)
- Very flexible with high-impact strength even at low temperatures
- High mechanical strength
- Good resilience
- Highly resistant to chemicals and aging
- Excellent surface gloss and good paintability
- Easy and economical to process
- Excellent wear resistance
- Outstanding cold temperature performance
- Improved wear and UV resistance
- Low rigidity factor
- High flex modulus
- No softening additives are required: chemical bonding of hard segments with soft segments; flexibility is intrinsic to the block copolymer structure

“The result is a boot that supports downhill skiers to the optimum, even in extreme situations. We are proud to present this unique boot made from highly innovative material,” said Heierling. “Riteflex is the material that allows us to make the ski boot of the future.”

Specifically, the boot provides the optimum balance of stability and flexibility, as well as consistent good resilience regardless of the conditions. This improves having control over the ski and permits faster reactions.

“If you’re not primarily skiing for speed, you still experience more comfortable and dynamic skiing. And the hardness does not change when stepping in or out,” Heierling added.

The Heierling H1 represents a series of successful sports equipment innovations based on the use of Riteflex TPC-ET, from running track surfaces through pole vaulting poles and football boot cleats to snowboard bindings.

“Riteflex TPC-ET RKX-350 is a high-potential material for sport applications,” said Tilo Vaahs, Celanese global marketing manager - Consumer. “Celanese again emerges as the ideal partner for innovative manufacturers of winter sport equipment.”

About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,600 employees worldwide and had 2012 net sales of \$6.4 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

About Heierling

Family business in Davos, Switzerland, manufactures customizes ski boots. The business came from the bootmaking business of Franz Heierling from 1183. Processing and production of the ski boots convinces many professional skiers.

Heierling also convinced many businesses like Alpina and Atomic. Two innovative types of skin boots are developed in a cooperation with them Today the business counts 5 employees, which supervise the store with sports shoe-fitting-center under business director and owner Hans-Martin Heierling. More information under <http://www.heierling.ch/>.

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Exceeds Typical Material Limits — Riteflex[®] TPC-ET RKX-350 from Celanese helps new Heierling H1 ski boot withstand all challenges of downhill skiing.