BioBoost
Accelerating biobased horticulture

Plant based running shoes

Crop	Castor bean *Ricinus communis* Eucalyptus *Eucalyptus* Rubber tree *Hevea brasiliensis*
Croppart	Seed Stem Resin
Application area	Materials
Status	Commercial stage
Public availability	Non-public
Relevant plant compounds	Fibers Oil

Description

Continuing its bid towards sustainable production established by its Cotton + Corn lifestyle collection, Reebok has now unveiled its latest sustainable footwear innovation the Forever Floatride GROW. Serving as the latest example of Reebok's commitment to reduce the use of petroleum-based plastics in footwear, the Forever Floatride GROW is a plant-based shoe that rivals the best performance running sneakers currently offered.

Set to launch Fall 2020, the plant-based runner is an environmentally friendly update of the Reebok Floatride Energy. Each element of the original model has been meticulously researched and tested to find a sustainable natural substitute that could meet high-performance standards.

The naturally biodegradable, sustainably sourced, strong and breathable upper found on the Forever Floatride GROW is crafted of eucalyptus tree fibers and the naturally odor-resistant sockliner utilizes BLOOM algae foam harvested from invasive growth areas. Working with the Sekisui Corporation in Japan, the highly cushioned, responsive midsole is crafted of sustainably grown castor beans which provides the shoe with high-performance lightweight cushioning. Finally, the flexible, durable and responsive natural rubber outsole is sourced from real rubber trees.

Committed to reducing virgin polyester from its material mix and eliminating it altogether by 2025, Reebok has launched two pillars of sustainability efforts. [REE]GROW which will introduce the Forever Floatride GROW, is dedicated to the creation of products from natural materials, while [REE]CYCLED will create products using recycled or repurposed materials.

Check out the Reebok Forever Floatride GROW and head over to reebok.com to learn more about the shoe ahead of its official Fall 2020 release

Examples of end products

Reebok's Forever Floatride GROW

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Pros and cons

- Fossil-oil replaced by plant-based

Used conversion methods

Mechanical-Physical processes

Milling

Extraction

Resources

Introduction movie Publication

Reebok’s Forever Floatride Grow Publication