



Factsheet – Sport Infinity

Led by adidas, Sport Infinity is a research project funded by the [European Commission](#) (DG Research, Industrial Technologies, Materials Unit). It aims to identify and develop innovative, partly waste-based, long-fibre reinforced composites, enabling the automatic production of easily customisable plastic sports goods. The project will focus on the production of balls and shoes and will adopt a design-driven approach that uses the automation potential of rotation-moulding processes, offering significant design freedom. The innovation potential of the moulding processes to be employed originates from their capacity of bonding together a multitude of different materials, while effecting external product shaping without using glue and/or other adhesives. The insertion of decorative elements in the mould will enable custom designs, including 3-D printing. An end-to-end collaborative design innovation will be adopted. Sport Infinity gathers expertise across the value chain from design to material development, production, marketing and distribution and across multiple disciplines of industrial design, material science, recycling and industrial processes. It will make use of highly efficient and sustainable forming processes, while looking into consumer needs, speed, flexibility and sustainability.

Funding by the European Commission



Sport Infinity has received funding from the European Union's Horizon 2020 research and innovation programme 2014-2018 under grant agreement No 645987. It falls within '[Materials solutions for use in the creative industry sector](#)'.

The motivation

With Sport Infinity, we will once again underline our consumer focus and innovation leadership and actively contribute to shaping the future of manufacturing. It is important to us to be at the forefront of innovation and technology across all categories in order to continue to provide our consumers with disruptive products and features in a sustainable manner.

Time frame

The project was kicked off in June 2015 and will run over a span of three years.

Stakeholders/project team

Open Source is one of the key [strategic choices](#) to help the adidas Group in Creating the New. Simply put, it allows people to create with you. Over the next three years, adidas will research on Sport Infinity together with nine industry and research experts:

- [BASF SE, Ludwigshafen, Germany](#)
- [KISKA GmbH, Anif-Salzburg, Austria](#)
- [FILL Gesellschaft m.b.H., Gurten, Austria](#)
- [Friedrich-Alexander-Universität Erlangen-Nürnberg \(FAU\), Erlangen, Germany](#)
- [OECHSLER AG, Ansbach, Germany](#)
- [University of Leeds, Centre for Technical Textiles \(CTT\), Leeds, UK](#)
- [Association CETI \(Centre Européen des Textiles Innovants\), Tourcoing, France](#)
- [Hyperclig E.E., Athens, Greece](#)
- [SportsMethod Ltd., Esher, UK](#)