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Reebok releases its first plant-based footwear

Leading global fitness brand Reebok has launched the first product from its highly-anticipated *Cotton + Corn* sustainable products initiative, which was announced last year. The Cotton + Corn programme aims to produce footwear with “things that grow” in order to create sustainable products.

The sneaker, the *NPC UK Cotton + Corn*, is constructed from an upper made of 100% cotton, and a corn-based sole. The shoe has insoles that are derived from castor bean oil and comes in packaging that is 100% recycled.



“Most athletic footwear is made using petroleum to create synthetic rubber and foam cushioning systems,” said Bill McInnis, Head of Reebok Future. “With 20 billion pairs of shoes made every year, this is not a sustainable way of making footwear. At Reebok, we thought ‘what if we start with materials that grow, and use plants rather than oil-based materials?’ By using sustainable resources as our foundation, and then through ongoing testing and development, we were able to create a plant-based sneaker that performs and feels like any other shoe.”

“The NPC UK Cotton + Corn is the only footwear product on the market that has been certified as containing 75% USDA certified bio-based content,” said McInnis. “And this is just the start for us. We are on an ongoing path to create a different type of footwear – so that you can feel good about what you’re wearing and where it came from.”



For the Cotton + Corn initiative, Reebok partnered with DuPont Tate & Lyle Bio Products, a leading manufacturer of high-performance bio-based solutions. DuPont Tate & Lyle has developed *Susterra* propanediol, a pure, petroleum-free, non-toxic product that contains 100% USDA certified bio-based content, derived from field corn. Susterra propanediol is used to create the sole of the NPC UK Cotton + Corn footwear.

The NPC UK Cotton + Corn is now available in limited quantities, exclusively on the company’s [website](#).

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