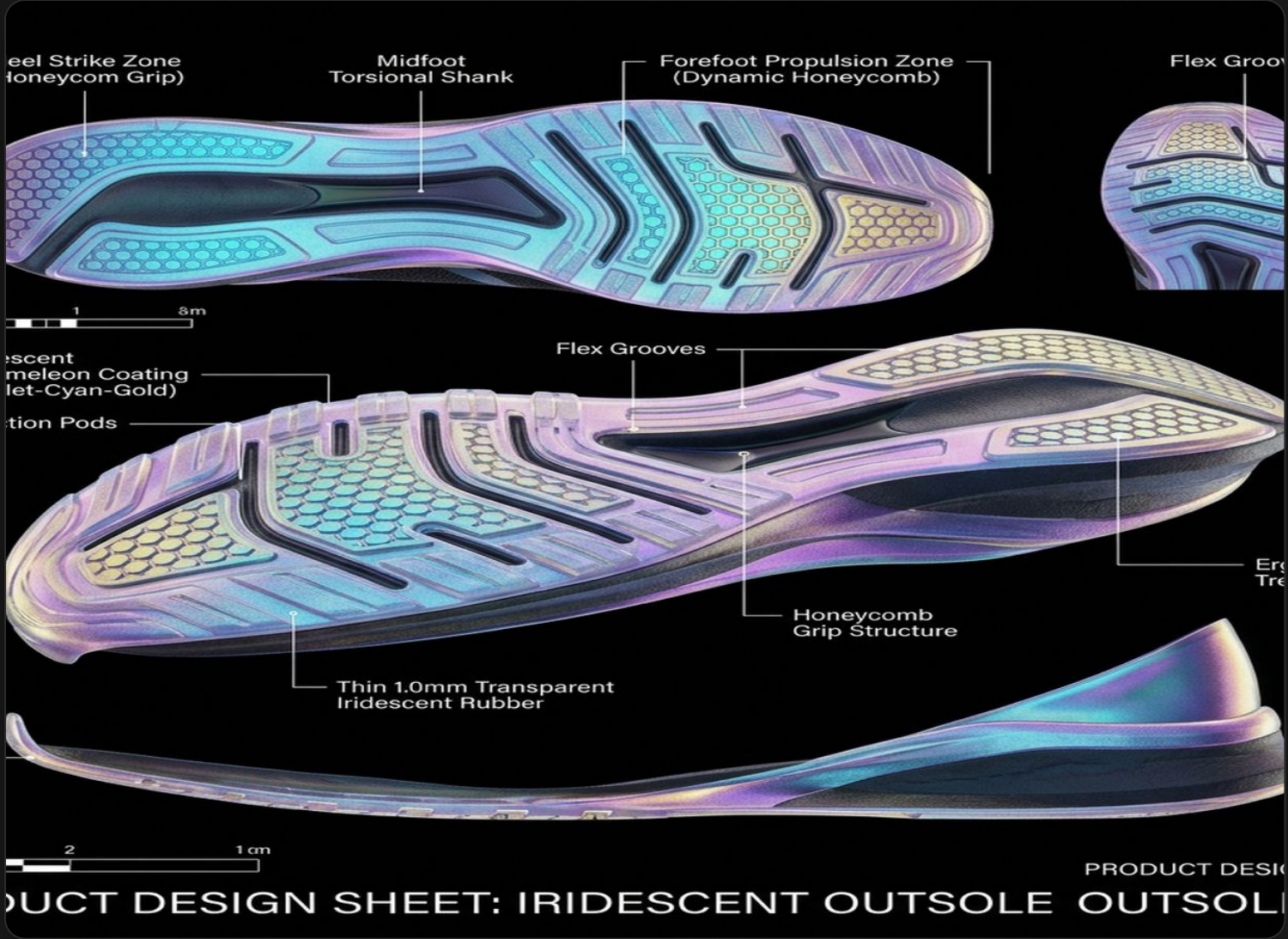


CY GSRA 62A / 70AT — The Historic TPU Trade-Off, Broken

Lead with 62A (drop-in equivalent to your incumbent soft TPU); pair with 70AT for premium clear styles — a cross-generational injection TPU that pushes abrasion AND grip to the material limit.



The Material Brief

Historically, TPUs have always delivered excellent abrasion — 2×+ better than thermoset rubber. **But good abrasion meant poor slip resistance** — a trade-off the industry accepted, and a reason brands have been cautious about TPU outsoles. The choice has long been: pick abrasion, or pick grip; not both. CY now proposes a **cross-generational soft TPU family** — with **62A as the lead grade** (semi-transparent, drop-in equivalent to brand's incumbent soft TPU), and **70AT as the premium clear option** (fully transparent). The whole family pushes abrasion and grip to the limit of injection-molded TPU — **simultaneously. 25 mm³ abrasion** (matches CY GSRA 62A, beats thermoset rubber 2-3×) + **SATRA 1.35 DRY** (best in the 6-material TDS, +69% over GCPU 0.8). Two material limits, on the same grade. **No more trade-off.** The core ask of this proposal: **our material spec matches the industry 62A-grade soft TPU category baseline** (hardness, density, tensile, tear, SATRA, abrasion — comprehensive parity). Existing tooling, geometry, and design **drop in directly** — and you get the cross-generational abrasion × grip breakthrough, plus the process and circularity advantages of TPU. The accompanying **Poster 2 / Comparison Matrix** carries the full 4-material TDS side-by-side.

Seven Reasons to Switch



Historic TPU Trade-Off, Broken

Cross-Gen

CY GSRA 62A hits **25 mm³ abrasion** (vs rubber 50-90) and **SATRA 1.35 DRY** (vs GCPU 0.8, +69%) — **two material limits, one grade**. Abrasion ↔ grip is no longer a trade-off.



Industry 62A-Grade Soft TPU Baseline · Drop-In

Equivalent

62A spec matches the industry 62A-grade soft TPU baseline: **63A · 1.19 · 22 MPa · 71 N/mm · SATRA 1.35/0.44 · 25 mm³**. **Comprehensive parity** — tooling, geometry, design translate directly. Drop-in, no re-engineering.



Two Grades, One Platform (62A + 70AT)

Dual

62A (63A, semi-transparent) for athletic / lifestyle SKUs. **70AT** (68A, fully transparent) for premium clear / tinted colorways. **Same injection platform**, two options in one proposal.



Comprehensive Injection Edge

Process

3-4x faster (**100-130 s** vs 360-480 s) · **less labor** (runner trim only vs heavy flash-trim) · **1mm walls · ≈ rubber mold cost**. Comprehensive injection edge across cycle, finishing, design, and tooling. *Industry reference — confirm with trial*



100% Recyclable

Circular

TPU is thermoplastic — sprues, runners, end-of-life parts re-melt into feedstock. **Zero closed-loop** for crosslinked rubber / GCPU. Direct support for brand **2030 circularity**.



GCPU Capacity, Solved

Capacity

GCPU is cure-bound — capacity bottlenecks brand output. **TPU injection scales with machine count**, breaking the cure-oven ceiling. Key enabler for high-volume seasonal launches.



Design Freedom — Matte / Pearl / Neon-Clear

Design

Injection TPU enables **matte**, **pearlescent**, and **neon-clear** — the 2026+ athletic outsole design direction. Rubber / GCPU cannot match these surfaces. **Differentiated look & feel, no secondary processing**.