

PUchew: Neopur Brings Industrial Polyurethane Technology to the Pet Market

Osnabrück / Dubai – What began as a practical problem has led to an innovative product solution: when the office dog at **Neopur Technologien** could not tolerate conventional chew toys, the company decided to develop its own – based on **hot-cast polyurethane**.

The result is **PUchew**, a highly durable and elastic dog chew developed in cooperation with **Pearl Polyurethane Systems**. The MDI-based polyurethane material combines excellent abrasion and fatigue resistance with a chew feel that is well accepted by dogs. With a hardness of approximately **87 Shore A**, PUchew is designed to withstand intensive mechanical loads without splintering or crumbling.

Manufactured using a hot-cast process, PUchew allows the controlled integration of colours, flavours and functional additives. The current product range includes flavoured versions as well as a **glow-in-the-dark variant** for improved visibility during low-light outdoor play.

Product development is supported by extensive real-world testing. A panel of nearly **100 dogs** of different sizes and age groups provides continuous feedback on durability, surface behaviour and overall acceptance.

The development process and material science behind PUchew were featured in the **Winter 2025 issue** of the international trade magazine ***Urethanes Technology International***. PUchew demonstrates how industrial polyurethane expertise can be successfully transferred into new application fields, including the pet products market.

About Neopur Technologien

Neopur Technologien is part of the WTM PUR Group and specialises in the development and processing of polyurethane systems, including hot-cast elastomers, integral skin foams and flexible foams. The company serves customers across a wide range of industries, including agriculture, conveying technology, pipeline services, mining, automotive and rail transportation.

About Pearl Polyurethane Systems

Pearl Polyurethane Systems is an international supplier of custom polyurethane raw material systems, headquartered in Dubai, UAE. The company develops and manufactures PU systems for elastomers as well as flexible and rigid foams and supports customers worldwide with strong technical expertise, rapid development cycles and a high degree of formulation flexibility.

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