

PRESS RELEASE



TRC BLAZE – A NEW ANGLE FOR THE PUMA TRINOMIC, WORN BY KUZMA

Herzogenaurach, Germany; May 20th, 2022 – PUMA has just unveiled their latest addition to the Trinomic family, the TRC Blaze, with a new global campaign featuring Kyle Kuzma. This innovative style brings PUMA's 'future meets retro' design language to the Blaze of Glory, giving a brand-new angle to this sneaker icon for today's generation.

In 2022, PUMA is once again celebrating the power of three, bringing back the TRINOMIC technology bigger and better than ever with the release of the **TRC Blaze**, which merges past with the future. The style retains sock construction and an alternative take on branding but adds new features such as a lightweight and extremely comfortable double density sole and a much-improved fitting. The style is rich in 'futro' details, like the tooling code call-out on the back quarter cage and the 3D tongue logo.

Recognized widely for the new angle he brings to his on and off court style, PUMA Hoops ambassador and Washington Wizards forward Kyle Kuzma serves as the face of the TRC Blaze family. "These are it, I will wear them everywhere," said Kuzma, "I'm excited that we'll also be dropping the on-court version of the TRC Blaze soon, stay tuned."

TRINOMIC has been PUMA's most advanced cushioning technology since 1990, harnessing three fundamental elements – cushioning, stability, and flexibility. It has been applied to a wide range and variety of shoes throughout the years, in 2022 this innovative hexagonal system returns to deliver maximum comfort to the next-gen members of the TRINOMIC family.

The **TRC Blaze** drops on PUMA.com, PUMA stores and select retailers on May 24th:

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest

athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>