



## PRODUCT BRIEF



### **CRAFTED FOR ULTIMATE CONTROL: PUMA PRESENTS THE FUTURE 1.3 LAZERTOUCH**

**Herzogenaurach, Germany – May 13<sup>th</sup>, 2022** – Laser meets leather for the special-edition launch of the PUMA FUTURE 1.3 Lazertouch, combining a super-soft, premium black leather FUTURE 1.3 with exclusive, cutting-edge Lazertouch technology to enhance both touch and control.

Craft and speed meet ultimate control. Wrapped in fresh-black premium leather, the FUTURE 1.3 is treated with proprietary Lazertouch technology to provide laser-guided touch on the ball at any time, pitch, or pace. The patented Lazertouch technology integrates specially crafted textures at key contact zones for superior grip on the ball in all conditions.

The FUTURE 1.3 has been crafted to enhance the playing style of the world's most creative mavericks. Built around adaptive FUZIONFIT+ compression technology, the boot provides optimal lock-in and support for explosive movements. The premium leather upper enhanced with Lazertouch technology combines for a soft, touch sensitive material for optimal command over the ball. A cutting-edge Dynamic Motion System outsole has been developed for advanced traction to enable unpredictable changes in pace and direction to drive the opposition crazy.

The PUMA FUTURE 1.3 Lazertouch is available from May 13<sup>th</sup> at PUMA.com and at leading football retailers worldwide.

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