

# stichd®



## PRESS RELEASE

### **More than a socks company: stichd sets bold new course**

**'s-Hertogenbosch, The Netherlands, July 1, 2019** – Product licensing company stichd has today begun a new chapter, combining three companies into one to build on decades of experience in designing and creating the highest quality bodywear, legwear, swimwear and fanwear for some of the world's leading brands.

stichd, fully owned by sports company PUMA, aims to use its new corporate identity to become a globally recognised player which builds long-term relationships with brands to expand into new business areas.

stichd has more than 500 employees and has posted double-digit growth rates every year since being taken over by PUMA.

"Over the past decade we have connected brands, retailers and consumers to create experiences that matter," said Nina Nix, Chief Executive Officer of stichd. "It is now time for stichd to step out of the shadows and confidently present itself as a brand in its own right."

Nix moved to the Netherlands seven years ago when PUMA took over Dobotex, its Dutch licensee, which had been making socks for the sports company since 1997. Since then, the company built up a large portfolio of brands and expanded into new business categories, most recently swimwear.

Sports merchandising specialist Branded, founded in 2014, will also be a part of the new company stitchd. Most recently, Branded signed a deal to become the exclusive trackside retailer at most Formula 1 races. Dobologic, the group's logistics arm, is the third company to be integrated into stitchd.

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**PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 70 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>