



PRESS RELEASE

PUMA commits to protecting forests in partnership with NGO Canopy

Herzogenaurach, Germany, June 24, 2021 - Sports company PUMA has committed to protecting forests around the world when sourcing paper, cardboard, and viscose, as part of its new partnership with not-for-profit environmental organization [Canopy](#).

By 2022, PUMA will source all of its cardboard and paper packaging from recycled or certified sources to ensure they are not derived from the world's most integral forests. When PUMA products contain viscose, the raw material must come from top-of-class fibre producers which are regularly audited and then ranked by Canopy in its Hot Button Report. By procuring only from suppliers that achieve a top rating from Canopy, PUMA is avoiding risk of sourcing from ancient or endangered forests.

"Forests play a key role as carbon sinks and water reservoirs," said Stefan Seidel, Head of Corporate Sustainability at PUMA. "With our new Forestry Policy, we will ensure that PUMA is part of the solution to protect Ancient and Endangered Forests around the world."

As part of its agreement with Canopy, PUMA has signed up to the Pack4Good and CanopyStyle initiatives, which work to empower supply chains to save forests, and bring alternative, next generation solutions to the mainstream, both in packaging and viscose production.

“We’re very excited to welcome sportswear giant PUMA to the CanopyStyle and Pack4Good initiatives,” said Nicole Rycroft, Canopy’s Executive Director. “Transforming unsustainable supply chains is vital to keep forests standing, protect biodiversity, and stabilize the world’s climate. PUMA strives to be at the front of the pack and today they are clearly demonstrating that leadership.”

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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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About Canopy

Canopy is a not-for-profit environmental organization dedicated to protecting forests, species, and climate. Canopy has collaborated with more than 750 companies to develop cutting edge environmental policies that transform unsustainable supply chains, spark innovative solutions, and protect our world’s remaining Ancient and Endangered Forests. Learn more at: www.canopyplanet.org