

## PRODUCT BRIEF



### INTRODUCING THE ALL-PRO NITRO FEATURING NITRO SQD TECHNOLOGY

**Somerville, Massachusetts – July 31st, 2023** – PUMA Hoops is releasing its latest basketball silhouette, the All-Pro NITRO. The next generation of PUMA Hoops shoes are designed to maximize all aspects of your game. Available in a Lime Squeeze colorway, the All-Pro NITRO is a direct descendant of the original Clyde All Pro NITRO, which was released in 2021.

The All-Pro NITRO is the first PUMA Hoops shoe to feature NITRO™ SQD foam: a soft inner layer of NITRO™ foam for cushioning combined with a firm outer layer of NITRO™ foam for multi-directional movements. The silhouette also includes a specially engineered knit upper made with multi-zoned materials for targeted support, a supportive but breathable fit as well as cord lock-down lacing system in the forefoot for lateral stability which extends down through the shoe.

Meant for explosive energy on the court, the All-Pro NITRO retails for \$130, and will be available starting on August 1st at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker and Champs Sports.

**ISD: August, 1st 2023**

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**PUMA**

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