



PRODUCT BRIEF

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SET THE GAME ALIGHT WITH THE PUMA FLARE PACK

Herzogenaurach, Germany – 20th January 2022 – Kicking off the year with a bang, PUMA has today launched the Flare pack featuring fire new editions of the ULTRA 1.4 and the FUTURE Z 1.2. The explosive new pack is inspired by the most passionate matchday atmospheres in world football.

Fire on your feet to match the fire in your eyes, the Flare pack is ready to light up your game with the kind of fervor that makes the ground shake, spine tingle and the opposition panic. The Flare pack pays tribute to the unique cauldron of emotion created at football matches. The crowd roaring in unison. Lights and flares illuminating the stands and the sky. You won't find an atmosphere like it. This is what makes football different. This is Faster Football.

The ULTRA 1.4 Flare edition is designed for ultimate lightweight speed to 'See Them Later'. Consisting of ultra-lightweight MATRYXEVO technology combining technical Carbon yarns and transparent Mono yarns to create a devastating high-tech performance material whilst minimalizing weight so you can be at your fastest from the first step. The upper is connected to an internal SPEEDCAGE for lightweight support to keep your foot locked in so you can explode away from your opponent in a flash.

The ULTRA features a unique PEBA SpeedUnit outsole for maximum take-off speed, traction and responsiveness at high velocity giving you the perfect platform to produce faster movements all over the pitch. Infused with PUMA running spike DNA the ULTRA is deadlier than ever to be worn by Antoine Griezmann, Kingsley Coman, Ludmila da Silva and Christian Pulisic.

The FUTURE Z 1.2 Flare edition is engineered with zero compromises for the ultimate fit and lockdown so you can 'Drive Them Crazy' with explosive multi-directional movement and creativity to be worn by Neymar Jr., Ingrid Engen, Luis Suárez and Vicky Losada.

The FUTURE Z features a mid-foot adaptive FUZIONFIT+ compression band which provides the ultimate fit, perfectly wrapping around the foot for the ultimate in comfort and lockdown so you can make explosive cuts and directional changes at top speed. The FUTURE Z utilizes a Dynamic Motion System outsole, a specially crafted plate for explosive agility and optimal traction.

Set the game alight with the PUMA Flare pack featuring the devastatingly fast ULTRA 1.4 and the gravity-defying FUTURE Z 1.2 in blazing Festival Fuchsia, Neon Citrus and Parisian Night colorways available from January 20th at PUMA.com, PUMA stores and select retailers worldwide.

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PUMA

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