



PRODUCT BRIEF

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CRAFTED FOR ULTIMATE CONTROL: PUMA PRESENTS THE LAZERTOUCH PACK

Herzogenaurach, Germany – August 26, 2021 - Sports company PUMA has today launched the latest Lazertouch Pack, combining premium white leather editions of the FUTURE Z 1.1 and the ULTRA 1.2 football boots with exclusive, cutting-edge Lazertouch technology to enhance both touch and control.

Craft and speed meet ultimate control. Wrapped in fresh-white premium leather, the special edition FUTURE Z 1.1 and the ULTRA 1.2 are 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 Z 1.1 has been crafted to enhance the playing style of the world's most creative mavericks. Built around an adaptive FUZIONFIT+ compression band, the boot provides optimal lock-in and support for explosive movements. The premium leather upper enhanced with Lazertouch technology combine to provide superior touch and control. A cutting-edge Dynamic Motion System outsole has been developed for advanced traction to drive the opposition crazy.

Engineered for lightning speed, the ULTRA 1.2 will See Them Later. Super-soft meets ultra-fast with the ULTRA Lazertouch edition providing superior stability, durability and traction for explosive forward motion. The white leather upper combines with a lightweight Pebax SpeedUnit outsole, inspired by PUMA's track running heritage. The soleplate combines subtle spikes in the forefront and V-shaped studs configured for devastating speed and acceleration.

The PUMA Lazertouch Pack is available from August 26th at PUMA.com and at leading football retailers worldwide.

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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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>