



**FOREVER.  
FASTER.**

## **PRESS RELEASE**



# **PUMA LAUNCHES 2024 NATIONAL TEAM HOME & AWAY KITS - REMADE WITH RE:FIBRE**

**Herzogenaurach, Germany, 28<sup>th</sup> March, 2024** — Global sports company PUMA has today unveiled their 2024 National Team Home and Away kits, featuring bespoke designs that celebrate the rich heritage of each nation. The Authentic version has been created from PUMA's innovative, ultra-light ULTRAWEAVE technology, while the Replica jerseys have been crafted with the PUMA's RE:FIBRE recycling technology.

The RE:FIBRE process focuses on textile waste as the primary source of material to create new textiles. The recycled material can be used for recycling again and again without losing quality – making RE:FIBRE a more long-term solution for recycling polyester textile waste.

Through the RE:FIBRE program, PUMA is keen to address the challenge of textile waste via a long-term solution for recycling. The technology also looks to diversify the fashion industry's main source of recycled polyester in garments from being less reliant on clear plastic bottles.

The RE:FIBRE process uses any polyester material – from factory offcuts, faulty goods to pre-loved clothes which allows new garments to be recycled from any color textile to any color desired.

PUMA's further commitment to sustainability is evident by PUMA's move to introduce the RE:FIBRE initiative to their Club Replica jerseys for the 2024/25 season.

*Nora-Sophie Lehmer, Senior Product Line Manager Teamsport Apparel Excellence*, said "The launch of our new Home and Away National team kits marks a great new milestone for PUMA and our sustainability targets. For the first time our National team Replica jerseys will be made from RE:FIBRE. Not only that but from the start of the 2024/25 season we have also developed our Club Replica jerseys using the RE:FIBRE initiative, this will feature 35 clubs and more than three million garments made from RE:FIBRE creating a more circular and sustainable way of producing football jerseys."

The new collection of jerseys for Austria, Czech Republic, Iceland, Switzerland and, Serbia embrace the unique nature and culture of each country. These designs not only celebrate the rich heritage of each nation but also ensure a lasting emotional connection for generations to come.



## AUSTRIA

The 2024 Austria Replica Home kit features a red base and intricately weaves Jugendstil architectural beauty into its design, combining bespoke graphics with proud details. The white Away kit, adorned with vibrant blue accents, mirrors the nation's affinity for nature and exploration.



## CZECH REPUBLIC

The Czech Republic red Home kit incorporates the nation's colors alongside an abstract print derived from the double-tailed lion emblem, infusing a modern flair into this traditional symbol. The white Away kit pays homage to the relentless determination of the Czech Republic's class of 2004 with a classic design, featuring repeated double-tailed lion emblems as a proud nod to the team's spirit.



## ICELAND

Iceland's 2024 blue Home kit draws inspiration from the breath-taking ice glaciers covering 11% of the country, symbolizing the deep connection between the people, the team, and the surrounding landscape. The Iceland Away kit, with an ash grey base illuminated by fiery accents, embodies the energy of Iceland's volcanic landscape, representing the team's power, passion, and determination while honouring the intertwined natural and cultural heritage.



## SWITZERLAND

Embracing the essence of Swiss culture, the 2024 Switzerland red Home kit seamlessly blends heritage and Alpine elegance with edelweiss flower graphics inspired by traditional Swiss clothing. Meanwhile, the white Away kit draws inspiration from the iconic Jungfrauoch railway station in the Swiss Alps, capturing the harmonious fusion of natural beauty and engineering excellence that defines Switzerland.



## SERBIA

Serbia's 2024 red Home kit spreads its wings with graphics representing an X-ray view of an eagle's wing, symbolizing both the team's bravery on the pitch and Serbia's storied heritage in sports and science. The white Away kit, with a crisp white base and blue accents, celebrates Serbia's natural and cultural landscape, featuring knitted sleeve cuffs inspired by the mystical Đavolja Varoš (Devil's Town) rock formation on Radan Mountain in South Serbia.

All RE:FIBRE garments are made of at least 95% recycled textile waste and other used materials made of polyester. There is only one Forever - Let's make it better.

The Home and Away kits are available from March 28<sup>th</sup> at PUMA stores, PUMA.com, and at specialist retailers worldwide.

### **MEDIA CONTACT:**

**Luke Haidarovic – Lead Marketing Europe Teamsport & Global PR – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)**

## **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.