



**FOREVER.
FASTER.**

PRODUCT BRIEF



PUMA LAUNCHES THE FOREVER. FASTER. PACK

Herzogenaurach, Germany, 4th April, 2024 —Global sports brand PUMA has today unveiled the striking new FOREVER. FASTER. pack featuring brand-new colorways for the FUTURE, ULTRA, and KING football boots. Designed for the summer's biggest stages and named after PUMA's brand tagline, the FOREVER. FASTER. pack allows players to set the pitch ablaze in the world's biggest games.

Slow the game down? Not in the FOREVER. FASTER. pack. Set to be worn by some of the game's biggest stars including Jack Grealish, Fridolina Rolfö, Xavi Simons, Kingsley Coman, Kai Havertz, Antoine Griezmann, Memphis Depay and Alex Greenwood who prepare for the most crucial part of the season and this summer's major tournaments. FUTURE, ULTRA, and KING light up with color updates that are as bold as they are fast, so you can see and play the game like we do: FOREVER. FASTER.

Each boot features an avid mix of neon sunset glow and sun stream to create a burst of colour on-pitch, highlighting PUMA's players, their skill and game changing impact, all driven by their ambition to win on the biggest stages.

As part of the FOREVER. FASTER. pack, the FUTURE 7 returns to pitches infused with updated FUZIONFIT360 technology, PWRPRINT and PWRTAPE innovations and the groundbreaking Dynamic Motion System Outsole. The FUTURE is back and better than ever.

Defenders used to be able to stop you, but that's all in the past. The FUTURE is designed with an adaptive FUZIONFIT360 upper which combines a dual-mesh, stretchy knit, and PWRTAPE to lock down the foot into a snug, supportive fit – so you can play with or without laces. The engineered 3D textures at key contact zones are optimized to enhance ball grip and control, whilst the dual-density Dynamic Motion System outsole enhances stability, agility, and traction.

Just when they think you couldn't get any faster – you do. With its lightweight ULTRAWEAVE upper, the ULTRA takes its signature speed and acceleration to the next level. The application of PWRTAPE draws from the anatomy of the human foot to provide natural support for quick changes of pace and direction.

Control never felt more comfortable with the PUMA KING. Made with K-BETTER™, a non-animal-based upper material developed for optimal touch, comfort, and durability. The lightweight outsole features an external heel counter, integrated stability spine, and conical studs, so you have as much control over your movement as you do over the ball.

As a step toward a better future, the uppers of the FUTURE, ULTRA and KING are made with at least 20% recycled materials.

PUMA continues to develop its Women's Fit with a slimmer fit tailored to the anatomy of a woman's foot, the new FOREVER. FASTER. pack Women's Fit is designed to enhance comfort and performance for women playmakers, built different to support the women that make a difference on the pitch.

Set the pitch on fire with the FOREVER. FASTER. pack available on pre-sale at PUMA.com, PUMA stores and at specialist retailers worldwide and global release from the 11th April.

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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.