



PRODUCT BRIEF



PUMA AND LALIGA UNVEIL THE OUT OF THIS WORLD PUMA ORBITA LALIGA 2022/23 MATCH BALL

Herzogenaurach, Germany – May 25th, 2022 – Sports company PUMA and LaLiga have today unveiled the official LaLiga Santander and LaLiga SmartBank match football for the 2022/23 LaLiga season: the PUMA ORBITA LaLiga. The new ball features powerful visuals inspired by the hypnotic effect of a kaleidoscope. The vibrant fuchsia, blue and yellow colors integrated into the white base ensures excellent ball visibility.

The PUMA ORBITA LaLiga ball offers a unique configuration of 12 large star-shaped panels which results in a reduced number of seams, allowing for a better connection with the ball. The ORBITA uses state-of-the-art technology to create the optimal sphere that maintains its shape and allows for less water absorption.

A POE foam is added to increase touch sensitivity, providing a firmer feel and better bounce consistency. In addition, the 1.2mm textured 3D PU surface improves aerodynamics and makes the ball more resistant to abrasion and wear, resulting in increased durability. The ball also features a rubber bladder and PAL (PUMA Air Lock) valve for optimal air retention and rebound properties.

The ORBITA is a FIFA approved match ball, a guarantee of high performance that will create out of this world moments on the pitch by PUMA players that include Jan Oblak, Antoine Griezmann, Memphis Depay, Stefan Savic and Yunus Musah.

The ORBITA LaLiga launch took place simultaneously in eight countries around the world including Spain, South Korea, Egypt, the Philippines, Mexico, Nigeria, South Africa, and Thailand. The Spanish event was held at the newly opened “LaLiga TwentyNine’s” restaurant on Madrid’s Gran Via, which was restyled for the occasion and featured an interactive experience inspired by the new ball.

The PUMA ORBITA LaLiga 2022/23 match ball is available from May 25th at PUMA.com and at select 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/>