



## PRESS RELEASE

# PUMA RUNNING LAUNCHES NEW HIGH-PERFORMANCE TESTING FACILITY: PUMA NITRO LAB

**Herzogenaurach, Germany, March 9, 2023** - Sports company PUMA has today unveiled the PUMA NITRO LAB – a high-performance athlete testing facility developed in partnership with Hartmann Orthopedics & Sports, leaders in performance optimization for athletes for more than 20 years.

The PUMA NITRO LAB, based at Hartmann’s facility near Frankfurt, Germany, provides athletes with detailed full-body insights through a series of tests and scans, including 4D Motion analysis. The results enable PUMA and Hartmann to develop bespoke and customized solutions for each athlete, so they can perform at their best.

“The PUMA NITRO LAB is a natural progression for us as we ascent in the world of running,” **said Romain Girard, Senior Head of Innovation at PUMA.** “At PUMA everything starts with our athletes. We work with the fastest men and women in the world to help them perform better then we use our learnings to innovate our products for the benefit of runners at all levels. The PUMA NITRO LAB becomes critical in driving the insights that will drive the next generation of product development on and off the track.”

PUMA’s roster of elite athletes will be regular visitors to the NITRO LAB for performance testing and analysis with recent signing Marcell Jacobs, the current 100m Men’s World, European and Olympic Champion, one of the first to use the facility in February. The PUMA NITRO LAB is also accessible to the public, and runners of all levels who are looking to improve their performance.

“PUMA is committed to learning from external experts who provide new perspectives and fresh insights that challenge our thinking and facilitate innovation in our products. Hartmann Orthopedics & Sports is the perfect partner given their experience over 20 years of working with elite athletes to minimize risk of injuries and optimize performance through testing and customization,” Girard continued.

Ever since its foundation in 1948, PUMA’s philosophy to provide the fastest athletes with the fastest products, an attitude summarized in the brand’s motto **“Forever.Faster.”** For PUMA Running, this is underpinned by NITRO - the innovative Nitrogen-infused technology at the core of its running products.

“NITRO foam epitomises our “Forever.Faster.” approach. The technology is at the core of all our running shoes to make them extremely lightweight and responsive, helping you use less energy and run comfortably, so you can create history,” Girard added.

The PUMA NITRO LAB was unveiled to media today at a special event featuring PUMA athletes from the past and present, hosted by middle-distance running legend, Wilson Kipketer, a three-time 800m World Champion. Gesa Krause, Kevin López, Isayah Boers, Jess Piasecki, Patrick Schneider and Marc Reuther were also in attendance.

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**PUMA**

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PUMA is one of the world’s leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 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 about 18,300 people worldwide, and is headquartered in Herzogenaurach/Germany.