



## PRODUCT BRIEF

Dissemination Date: January 31<sup>st</sup>, 2022



### BE THE HERO OF YOUR STORY WITH THE PUMA ORIGIN PACK

**Herzogenaurach, Germany, January 31, 2022**– From the streets to the world's biggest stadiums, PUMA has today unveiled the Origin pack featuring eye-catching special editions of the ULTRA 1.3 and the FUTURE Z 1.2. The pack celebrates the origin stories of the next-generation PUMA gamechangers.

For many young hopefuls growing up playing on the parks and the courts football is the dream. The fresh cut grass, the burning concrete, jumpers for goalposts, the early mornings, the late evenings, the game never ends. This is where dreams are born, and players are created. These are the stories of the PUMA gamechangers, this is their origin, their story. Now let the world hear yours.

Celebrating the launch of the Origin pack, PUMA's exciting next-gen talent travelled back to their roots to re-connect with their origins. Meeting with promising young players from their local areas or their childhood clubs to inspire a new generation to dream big and write their own story.

The ULTRA 1.3 Origin edition will be worn by trailblazing PUMA stars Mohamed Simakan, Todd Cantwell, Timothée Pembélé, Gabriel Veron, Glódís Viggósdóttir, Yunus Musah and Mohammed Kudus. The ULTRA 1.3 is designed for ultimate lightweight speed to 'See Them Later'. Consisting of ultra-lightweight MATRYXEVO technology combining high-performance technical Carbon yarns and transparent Mono yarns to create a single layer to minimize weight without

compromising durability so you can be at your fastest from the first step. The upper integrates a microfiber SPEEDCAGE to strap you in for explosive acceleration and lightweight support to keep your foot locked-in to produce rapid bursts of speed.

The ULTRA features a high-performance PEBA SpeedUnit outsole for maximum take-off speed, traction and responsiveness at high velocity giving you the platform to produce faster movements all over the pitch. Infused with PUMA running spike DNA the ULTRA is faster and deadlier than ever.

The FUTURE Z 1.2 Origin edition is engineered with zero compromises for the ultimate fit and lockdown so you can 'Drive Them Crazy' with explosive multi-directional movement and creativity worn by exciting PUMA talents Pia-Sophie Wolter, Ingrid Engen, Jessica Naz and Vicki Becho Desbonne.

The FUTURE Z features a knitted mid-foot adaptive FUZIONFIT+ compression band that wraps around the foot creating the ultimate fit, comfort and responsiveness so you can make explosive cuts and directional changes at top speed. FUZIONFIT+ is optimized to provide elasticity around the collar and enhanced lockdown at the midfoot. The FUTURE Z utilizes a Dynamic Motion System outsole, a specially crafted plate for explosive agility, stability and optimal traction.

Write your story with the PUMA Origin pack featuring the super-fast ULTRA 1.3 and the gravity-defying FUTURE Z 1.2 in MAGENTA, Black and Green Glare colorways with graphics inspired by superhero origin stories, available from January 31<sup>st</sup> at PUMA.com, PUMA stores and select retailers worldwide.

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## **PUMA**

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