



## PRESS RELEASE



## PUMA SERVES UP ITS FIRST VEGAN LEATHER FOOTBALL BOOT WITH THE KING PLATINUM 21 VEGAN

Herzogenaurach, Germany – 11<sup>th</sup> February 2022 – Sports company PUMA has today unveiled its first ever PUMA KING football boot made entirely from animal-free materials: The KING Platinum 21 Vegan. The forward-thinking, future-conscious new boot retains the KING signature style, touch and comfort but adds a special new spin on the football icon.

Hailing over half a century of heritage and legacy, the KING Platinum 21 Vegan is made for the modern playmakers who are looking for animal-free products. As football gets faster and faster, control is key, so the re-engineered KING takes its signature look and upgrades your game to the next level.

Featuring super-soft 100% Vegan leather and 100% Vegan knitted yarns for exceptional fit and comfort, PUMA continues to strive for more sustainable and eco-friendly products. The KING Platinum 21 Vegan integrates exclusive KINGForm technology - a rib structure that fuses to the Vegan leather upper in key contact areas to deliver superior touch and increased responsiveness.

A super lightweight PEBA soleplate is built around a stability spine to provide optimal traction and support for dynamic movements without the use of any animal-based adhesives, with all prints on the boot utilizing only Vegan pigments.

The KING Vegan incorporates a brand-new, specially crafted KomfortSystem for next-level comfort with extremely soft anatomical padding for heel lockdown and optimized fit. Additionally, the KING Platinum 21 Vegan features multi-directional conical studs for enhanced agility and a molded sock liner with NanoGrip technology to ensure superior energy transmission, cushioning and anti-slip properties.

“The KING Platinum 21 Vegan is an exciting milestone for PUMA as we utilize Vegan friendly materials and offer an alternative to animal-based leather products,” said Florian Nemetz, Senior Product Line Manager Teamsport Footwear. “We will continue to use Vegan materials in future products as we aim to offer an alternative to traditional leather products. The boot maintains all the key benefits and performance properties of the KING, but utilizes a special new Vegan upper material, which provides fantastic touch properties, comfort and class synonymous with the PUMA KING.”

The all-new PUMA KING Platinum 21 Vegan in Ivory Glow, Green Glare and PUMA Black is available from February 11<sup>th</sup> at PUMA.com, PUMA stores and select retailers worldwide.

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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 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/>