

## PRODUCT BRIEF



### **PUMA BRINGS THE ENERGY WITH THE NEW ADRENALINA MATCH BALL FOR THE 2021/22 LALIGA SEASON**

**Herzogenaurach, Germany – July 12, 2021** – Sports company PUMA and LaLiga have today unveiled the second official match football for the 2021/22 LaLiga season: the ADRENALINA. The ADRENALINA ball is for the ‘special games’ such as El Clásico and derbies, when the stakes are at their highest. The ball is the heart of LaLiga, the beat that transforms the game into something special producing adrenaline that courses through the players and fans.

The eye-catching ball for the big occasions combines a Lemon Tonic and Dark Yellow base with splashes of blue for high-visibility and to encapsulate the vibrant energy the ball brings to the pitch.

The ADRENALINA match ball is the perfect ball for accuracy and rapid action. It symbolizes the creation of energy brought to the game by PUMA players such as Luis Suárez, Antoine Griezmann, Jan Oblak, Raphaël Varane, Suso and Marc Bartra.

The ADRENALINA design provides optimal visibility on pitch and due to its eight large panels, permits exceptional connection with the ball enabling pure touch and striking capabilities. The ADRENALINA is FIFA approved, a synonym for high performance with a fresh new design that incorporates cutting-edge technology and high frequency molding to provide perfect sphericity, maintaining the balls shape and reducing water absorption. The aerodynamic surface is 1.2mm textural 3D PU, making it more resistant to abrasion and wear. POE foam is added to increase touch sensitivity, providing a firmer feel and better bounce consistency.

The ADRENALINA 2021/22 LaLiga match ball is available from July 12<sup>th</sup> 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/>