



## PRODUCT BRIEF



### **SUPER-FAST MEETS ULTRA-SOFT: INTRODUCING THE PUMA LAZERTOUCH PACK**

Herzogenaurach, Germany – April 15, 2021 - Sports company PUMA has today launched the Lazertouch Pack, combining premium leather editions of the FUTURE Z 1.1 and the ULTRA 1.2 football boots with PUMA exclusive, cutting-edge Lazertouch technology to enhance both touch and feel on the ball.

Super-fast meets ultra-soft in the new Lazertouch Pack by PUMA, introducing a classic black leather upper to the next generation FUTURE Z and ULTRA. The patented Lazertouch technology allows for a variety of specially crafted textures and graphics to be embossed onto the leather upper. The reengineered premium upper treated with advanced Lazertouch technology at key contact zones delivers impeccable touch and feel on the ball at any time, pitch or pace.

The FUTURE Z 1.1 has been crafted to enhance the playing style of the world's most creative and entertaining players. Built around an adaptive FUZIONFIT+ compression band, the boot provides optimal lock-in and support for explosive movements. The premium leather upper enhanced with Lazertouch technology combine to provide superior touch and ball control. A cutting-edge Dynamic Motion System outsole has been developed for advanced traction to drive the opposition crazy.

Engineered for ultimate speed, the ULTRA 1.2 leaves the opposition in the dust. The ULTRA Lazertouch edition provides superior stability, durability and traction for explosive forward motion, speed and acceleration. The feeling of velocity is built into the design by combining a premium Lazertouch leather upper with an instinctive Pebba SpeedUnit outsole, creating the ultimate weapon for speed and touch.

The lightweight Pebba SpeedUnit outsole features a split sole design inspired by PUMA's track running heritage. The soleplate combines subtle spikes in the forefront and V-shaped studs configured for lightning speed and acceleration.

The PUMA Lazertouch Pack is available from April 15<sup>th</sup> at PUMA.com and at leading football 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/>