



## PRODUCT BRIEF



### **“ONLY SEE GREAT”: UNLOCK GREATNESS WITH THE SPECTRA PACK**

**Herzogenaurach, Germany – April 2, 2021** - Sports company PUMA has today launched the Spectra Pack, as part of PUMA’s ‘Only See Great’ platform, aimed to spark a spirit of optimism, self-belief, hope and community in a year PUMA hope will bring moments of greatness in sport.

The Spectra Pack features the FUTURE Z 1.1 and ULTRA 1.2 football boots in bright, brilliant graphics inspired by bands of refracted color, pushing you to see beyond the ordinary and create moments that give meaning and importance to the sport: from the final rounds of the club season to the finals of major international championships.

Great is everywhere. It’s in the streets, on the pitches and the parks. It is a promise you make to yourself to never look back and to never back down. No matter what. Great starts when you look past mediocre, ok and good, Now is the time to ‘Only See Great’.

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 upper is made of an innovative knitted material coated with a thin layer of GripControl Pro 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.

The ULTRA 1.2 has been engineered for ultimate speed. For the players who leave the opposition in their dust. The ULTRA features an ultra-lightweight MATRYXEVO upper to provide

superior stability, durability and traction for explosive forward motion, speed and acceleration. The feeling of velocity is built into the explosive design by combining the fully engineered MATRYXEVO upper with an instinctive Pebba SpeedUnit outsole, creating the ultimate weapon for speed.

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. A thin GripControl Pro skin is applied in key areas to provide complete control on the ball at uncatchable speeds.

Unlock greatness with the PUMA Spectra Pack, available on pre-sale from April 2<sup>nd</sup> at PUMA.com and key football accounts, with global release on April 8<sup>th</sup> at PUMA.com, PUMA stores 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/>