



**innovative & original**

**consistency**

**2.5 YEARS**

**timeline**

**1- design**

INSPIRED BY THE MEANDERING PATHWAYS OF THE GREAT AMAZON RIVER IN BRAZIL

- Butyl bladder
- Patched carcass
- PU based foam material
- 2D thermal bonding
- All-over regular texture

**10 COUNTRIES**

Technical concept

First prototype

Design Concept

**2- construction**

**evolution**

- Panel shape (x6)
- Surface texture details
- Material fine tuning

**30 TEAMS**

Lab test & wind tunnel

Feasibility test

Test evaluation

Adjustments

**600 PLAYERS INVOLVED**

1st field test

Product review

**287 INTERVIEWED PLAYERS**  
(30% NON-ADIDAS PLAYERS)

2nd field test

Product review

**3- testing**

perception tests

static lab tests

viz test ✓

first production check ✓

FIFA APPROVED ✓

**INCLUDING KEY GLOBAL EVENTS**

Final adjustments

Final lab tests

Players perception

Test evaluation

Product finalisation

FIFA approved standards

UEFA approved

Product launch

Ball handed to all federations

Tournament starts

weight **437<sub>G</sub>**

loss of pressure **7%**

rebound **141<sub>CM</sub>**

circumference **69<sub>CM</sub>**

water absorption **0.2%**

altitude **0-1600<sup>M</sup>**

**brazuca** our most tested ball

