**adidas Samba primeknit Q&A**

**What is the adidas Samba primeknit?**

Inspired by the success of running primeknit and the great feedback of football players pre and post training/match in primeknit running shoes, we were looking for a solution to incorporate primeknit into football.

The main intention was to replicate the great fit perception and enhanced ball touch and feel by introducing a pure barefoot or sock like experience.

Football primeknit is the first fully knitted football boot. It is created by one single yarn in a single layer, created though primeknit technology.

**Explain the technology behind the shoe?**

primeknit employs just one yarn, knitting the entire upper – wrapping the shoe around the foot. Engineered stiffness controls stretch and support.

While traditional shoes are constructed from several pieces, overlay and underlay, the primeknit reduces the amount of materials to a single knitted layer

**How does it work?**

Instead of traditional upper construction, where approximately 15 different upper pieces are cut out of a sheet of material and then stitched or laminated together, a single yarn can be knitted to a high performing upper structure layer

**What are the main advantages of this technology?**

* PLAYER
	+ Fit and comfort: the entire shoe fits like a sock – players comment (testing) + Suarez
	+ Ball touch and feel: by removal of any unnecessary over-or underlay and the capability of single layer, knitted construction, the knitted upper layer wraps nicely and softly around the foot like an sock and follows the exact foot shape. As a result players experience an outstanding ball touch – PURE ball control
* Lightweight: using just one textile layer, reduces the upper components to the absolute minimum and ensure a benchmark lightweight product of only 165 grams

**Who designed the primeknit?**

The primeknit development team under the lead of Martin Jobst and Stefan Tamm steered the technical strategy based on their x-category experiences. The fit experience is inspired by the running boot. This was the base for further analysis to consider the football specific needs and requirements, especially in consideration for a high amount of lateral movements, like cut, turns and direction changes. The development and researches were executed in the adidas Headquarter in Herzogenaurach.

**How long did it take to develop?**

adidas have a wide experience of primeknit. Fortunately we could take several learnings into account and the football specific development and testing period took 2 years.

**Why is it different than the normal way of making uppers?**

The primeknit technology allowed us totally new design approach. The shoe combines four vibrant Samba colours solar blue, solar zest, blast purple and pink to a single yarn with a colourful melange effect.

It’s a great opportunity for adidas football to celebrate once more the Samba collection and welcome the football community on the road to the FIFA World Cup 2014 in Brazil

**How much does it weigh?**

165 grams for a size of 8.5 uk

**Can I wear the shoe over 90min?**

Absolutely. The shoe is designed for any 90 minutes game and more. The yarn is coated by a liquid polymer coating which protects the yarn and avoids any water absorption of the yarn.

**How did testing look like?**

We looked for testing in the most critical testing months, from September to December. Those months are known for the toughest conditions, extreme wetness & coldness. We were in constant exchange with the players to gather their performance feedback and monitor the progress under sun shine, rain, wind and snow.

**What is the future of primeknit? Is there a general release of this shoe? Is it going to grow as a range?**

primeknit football is just a starting point for a relentless roadmap of developments. The new knitting technology allows totally new products and silhouettes. Players always dream about barefoot fit or sock fit and we will come back with more very soon.

**How much does it cost?**

The RRP is 300€ and it will go retail mid of March 2014. It is a very exclusive and unique concept. Be first and fast to experience the new football concept

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