**BOSS THE CAGE WITH ACE 16+ TKRZ**

***adidas launch new boots, just for the small sided game***

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**Herzogenaurach, 27th November 2015** – adidas Football today continues the football revolution with the launch of ACE 16+ TKRZ, designed from the ground up to dominate small-sided game.

Senior Product Manager Tor Mikkel Southard gives some additional insight into the development of the new shoe.

**Who or what kind of player did you have in mind when designing and creating ACE 16+ TKRZ?**

TKRZ is built for the high-performance off-pitch player. Players who are playing a lot of small-sided football, but whose game demands a high-performance product.

A lot of times, these players might be forced to look to a lower price-point or indoor product – maybe they’re playing in something like a running shoe.

TKRZ represents a different approach to this – it’s instead built to deliver a truly elite product, with the high demands and high durability needed to play small sided football.

**How does this shoe compare to similar products in the market?**

It doesn’t compare to anything – it’s completely unique. The team behind the product have approach TKRZ as if they were approaching a completely new product category with the ACE DNA.

You can compare it to a turf or indoor shoe, or you could compare it to a firm ground shoe, but you’re not going to get a direct comparison – and that’s one of the most exciting things about this product.

We combine the best of all worlds: Turf, Sala, Indoor, Firm Ground etc. into one boot – there is no other product that compares to that right now.

**What was the inspiration behind this completely new design?**

We know that the type of players we developed TKRZ for football approach the small-sided game in a different way, compared to an eleven-a-side game.

There’s less to be said for winning 1-0, or defending a lead for the last 10 minutes – these players are more about showcasing their talent and attitude in an expressive way: a panna might be just as memorable as a goal, or the scoreline is only an afterthought to pulling off an ankle-breaking akka.

For us developing a TKRZ, we wanted to focus on the fun and joyful side of football, and we feel the design reflects that.

**Can you explain the soleplate and what kind of surfaces was this shoe made to be played on?**

TKRZ is really made with artificial grass pitches in mind, with generations three and four really being the best ones.

It’s a TPU-injected outsole, which delivers a tremendous advantage in terms of acceleration, braking and changing direction – however, by wrapping the TKRZ skin around the bottom of the outsole, you get a product that allows you to roll the ball under your foot like you would in indoor football.

Additionally, the primary studs are designed specifically with this surface in mind – there’s less of them than on a firm ground boot, and they’re also a little bit shorter as there’s no need to penetrate the surface to deliver the same amount of traction.

**Were any professional players consulted during the development of the boot through design/ product testing etc.?**

There was tonnes of work done with players who play small-sided football 4-5 times a week. We worked closely with players from London, Paris, Berlin and more to understand a little better the demands that TKRZ would have to meet in order to let these guys play their game at its best.

**What are the key technologies in the shoe, and what benefits does this bring to the player?**

TKRZ SKIN

Truer touch and a purer ball connection through a forefoot skin layer. The 360' TKRZ was designed specifically for cage football and lets you boss your kingdom with complete control.

TKRZ CTRL/FRAME

Ultimate traction & perfect control when bossing your turf provided by this innovative outsole design.

COMPRESSION FIT

The TKRZ compression tongue provides a snug fit for your foot so you can boss with stability and comfort.

For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or follow **@adidasfootball** on twitter and use **#BeTheDifference** to join the conversation.

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**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.