



adidas and Parley for the Oceans Unveil First Performance Apparel and Footwear

- **Ground-breaking partnership has created its first football and running performance products made with Parley Ocean Plastic –**
- **Bayern Munich and Real Madrid will wear unique Parley jerseys this month –**
- **UltraBOOST Uncaged Parley, the first mass production performance shoe created using Parley Ocean Plastic, will launch the following week –**
- **First performance products unveiled as adidas commits to creating one million pairs of UltraBOOST made with Parley Ocean Plastic by end of 2017 –**

Herzogenaurach, Friday 4 November 2016 – adidas and Parley for the Oceans today unveiled the first performance products in the form of football jerseys for world-leading clubs Bayern Munich and Real Madrid, as well as the first UltraBOOST Uncaged Parley running shoe.

Along with the football jerseys, representing the first apparel to be produced under the partnership, the UltraBOOST Uncaged Parley is also the first mass production footwear to be created using Parley Ocean Plastic. Both products are made from up-cycled marine plastic waste recovered via Parley interception and clean-up operations in coastal areas of the Maldives, with the aim of driving global awareness and comprehensive solutions to the threat of plastic pollution in the oceans.

The adidas x Parley football jerseys will be worn when Bayern Munich face TSG 1899 Hoffenheim (Saturday 5 November) and Real Madrid play Real Sporting de Gijón (Saturday 26 November). Made from Parley Ocean Plastic, created from up-cycled marine plastic debris, and water-based environmentally friendly prints, the all-white Real Madrid and all-red Bayern Munich kits feature the club logo, three stripes and sponsors' logos in the same colour as the kit for a unique look.



The UltraBOOST Uncaged Parley, with 7,000 pairs available, features a knitted upper made from a mix of Ocean Plastic™ (95%) and recycled polyester (5%); the rest of the upper – laces, heel cap base material, heel webbing, heel lining and the sock-liner cover – is also made of recycled materials. Its design is inspired by ocean waves.

**Eric Liedtke, adidas Group Executive Board member responsible for Global Brands, said:**

“This represents another step on the journey of adidas and Parley for the Oceans. We have not only managed to make footwear from recycled ocean plastic, but have also created the first jersey coming 100% out of the ocean.”

“But we won’t stop there. We will make one million pairs of shoes using Parley Ocean Plastic in 2017 – and our ultimate ambition is to eliminate virgin plastic from our supply chain.”

adidas’ 2017 target will mean that at least eleven million bottles retrieved from coastal areas by the Parley Global Clean-up Network will be recycled and repurposed into elite performance sportswear. This plan forms part of a larger commitment by the brand to increase the use of more sustainable materials in its products and to make eco-innovation the new industry standard through implementation of the Parley A.I.R. Strategy (avoid, intercept, redesign), which aims to end the cycle of marine plastic pollution long-term.

**Cyrill Gutsch, Founder, Parley for the Oceans, said:**

“At this point, it’s no longer just about raising awareness. It’s about taking action and implementing strategies that can end the cycle of plastic pollution for good. Eco innovation is an open playing field. With the release of the Ocean Plastic jerseys and UltraBOOST Uncaged adidas x Parley shoes, we’re inviting every consumer, player, team and fan to own their impact under Parley A.I.R. and define their role within the movement.”

The Parley football jerseys for Bayern Munich and Real Madrid will be available on [adidas.com/parley](https://adidas.com/parley) and in selected stores from Friday 4 November (Bayern Munich) and Thursday 24 November (Real Madrid).



## INFORMATION

The UltraBOOST Uncaged Parley will be available to purchase from mid-November. For more information on drop dates, sign-up at [adidas.com/parley](https://adidas.com/parley).

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### For editors:

In April 2015, adidas [announced a partnership with Parley for the Oceans](#), an environmental organisation and collaboration network that raises awareness for the beauty and fragility of the oceans and implements comprehensive strategies to end their destruction.

As founding member, adidas supports Parley for the Oceans in its efforts in communication and education, research and development, direct action and eco innovation. The mutual focus is on Parley's comprehensive Ocean Plastic Program, which is led by the Parley A.I.R. Strategy (Avoid, Intercept, and Redesign) to end ocean plastic pollution.

Learn more about Parley:

[www.parley.tv](http://www.parley.tv)

[www.oceanplastic.com](http://www.oceanplastic.com)

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