



## **PRESS RELEASE**

# **PUMA® MARKS THE RETURN OF THE BRAND'S CLASSIC 90's RUNNER, THE PUMA TRINOMIC XT2 PLUS AND SIGNATURE GREEN BOX**

**Boston, MA (September 16th, 2013)** – Sportlifestyle brand PUMA has ventured back to the Archive to seek out the much-anticipated return of one of the Brand's most iconic Running style: the Trinomic XT2 Plus. Known as the signature hero model for PUMA's Trinomic Running, this limited edition release is an exact one-to-one model of the 90s original – tech for tech, material for material, colour for colour - and authentic packaging, with the reappearance of PUMA's signature Trinomic green box.

Like the original, the Trinomic XT2 Plus offers the same neutral performance qualities of a trainer as it did when it hit the ground running back in 1991. Featured with Trinomic motion control technology, it has an outsole geared for shock and energy absorption, enhanced by Trinomic inserts for extra forefoot and heel cushioning. The matched 90s lightweight materials include semi-open air meshes, soft brushed micro-fibres and plush engineered textiles in the collar lining, providing breathability and a formed-fit, whilst the integrated lacing system and heel clip offer stability and a quick, solid lace-up.

"We went through many rounds reengineering our core Trinomic models using today's resources to stay one-to-one," states John Tivnan, Lifestyle Group Development Manager. "We worked extremely close with our suppliers to recreate and match textiles, patterns and processes to build the shoe proportionate to the original. It was important as a Brand that we stay true to the classic form and function of the Trinomic XT2 Plus."

The re-release of the Trinomic XT2 Plus celebrates PUMA's rich heritage in Running. As design and innovation in running products exploded in the 90s, PUMA added to the Visible Technology movement and introduced Trinomic cushioning element. This technology featured clear rubber hexagon cells in a specific proprietary pattern or layout, which collapsed and expanded to provide performance benefits: cushioning, flexibility, and stability that helped boost the performance and aesthetic of the runner. Couple the technology with bright, bold and fluorescent colour accents and PUMA Trinomic brought running design product fast forward into the future, catching the competition off-guard.

"PUMA's Trinomic technology and family of styles translated 90s Running to the streets," describes Ron Perkins, Senior Footwear Designer for Lifestyle. "The Trinomic XT2 Plus really stands out in an authentic way in comparison to today's hyper-running product."

The Trinomic XT2 Plus will release at selected sneaker boutiques worldwide on Wednesday, September 25<sup>th</sup>, 2013 and is one of many PUMA re-issues to be dusted off and brought back for today's generation of sneaker connoisseurs in mind.

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**Global Media Contacts:**

Rima Patel  
International PR Manager, Lifestyle  
PUMA SE, International  
978.335.9613  
[rima.patel@puma.com](mailto:rima.patel@puma.com)

(INSERT LOCAL CONTACT INFORMATION)

**PUMA**

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PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>