**[](https://www.google.ch/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&uact=8&ved=0CAcQjRxqFQoTCMOBmYay-cgCFUi2FAodPpUMJQ&url=https://de.wikipedia.org/wiki/Datei:Logo_%C3%96FB.svg&psig=AFQjCNHIHky7xzZKYE3qpD2snEFsAcP6VA&ust=1446816591965409)

**PRESS RELEASE**

**PUMA & ÖFB INTRODUCE AUSTRIAN HOME KIT FOR THE EUROSTM**

*New Playing Kit in Red and White Revealed at Press Conference in Vienna*

**Vienna, Austria** (9 November 2015) – PUMA and the Austria Football Federation (ÖFB) today presented the new home playing kit that following the team’s impressive qualification will be worn at the European Championships 2016TM in France. The new kit was launched at a press conference in Vienna by Austrian national team players and will be worn on pitch for the first time when Austria face the Swiss national team in a friendly match on 17 November, Ernst-Happel-Stadion, Vienna.

Featuring a prominent, diagonal stripe fade graphic through a sublimation print, the new shirt has a striking look. Further detail comes with the white Form Stripes located along the sleeves, nicely finished off by Austrian national flags on each arm. The Austrian federation slogan ‘Immer wieder Österreich’ (*Always Austria*) is printed on the back neck, with the ÖFB badge and PUMA Cat featuring on the chest. A classic crew neck collar finalises the overall design. The new red home shirt is complemented by red socks and white shorts that feature red vertical stripe inserts on each side.

Austria’s new shirt features PUMA’s new apparel technology ACTV Thermo-R, strategically inserted in both the front and the back of the shirt to help players maintain an optimum body temperature. A unique phase-change material is injected into the shirt’s inner athletic tape which allows microcapsules to absorb excess heat and release it back to the body when needed. The taping in the shirt provides an extra snug fit, micro-massaging the skin in specific areas to provide a faster, more effective energy supply to the active muscles.

Martin Harnik of the Austrian national team said, *“Today’s launch of our new team kit is an exciting moment for us. I really like the design features and the fit of the ACTV technology is excellent and very comfortable. Finishing first in our group for the qualification of the Euros in France was a fantastic result for us and gives us great confidence. We know that we have a strong squad, and we will continue to work hard together leading up to the tournament.”*

The new Austrian Home Kit is available for purchase on puma.com, at ÖFB Online Shop (shop.oefb.at) and at global sports retailers from tomorrow, 10 November. PUMA today also launched the new home kits for their other partnered European federations Italy, Switzerland, Slovakia and Czech Republic.

Images of the press conference, all the new shirts and further press materials are available to download from PUMA’s media center: news.puma.com

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**PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest competitors on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)