**PRESS RELEASE**

**PUMA & SWISS FA LAUNCH NEW HOME KIT & EXTEND PARTNERSHIP**

*Global Sports Brand & SFA Continue Relationship Beyond Euro 2020TM*

**Feusisberg, Switzerland** (9 November 2015) – PUMA and the Swiss Football Association (SFA) today launched the new Swiss home kit that the team will wear at the European Championships 2016TM in France. At an event in Feusisberg, the kit was revealed by Swiss National Team players, and will be worn for the first time in their friendly match against Slovakia on 13 November in Trnava.

PUMA and the SFA also announced a further extension to the long-term partnership that will see PUMA remain as the Official Technical Supplier beyond the Euro 2020TM, while benefitting from expanded marketing rights across digital properties and fan engagement. Having first partnered in 1998, PUMA will continue its development and provision of apparel, footwear and accessories for all associated SFA national teams on and off the pitch, while commercialising licensed replica and fanwear product lines throughout this period.

The new red home shirt features a classic crew neck collar and white PUMA Form Stripe inserts on the shoulders, with the SFA logo on the right of the chest and traditional Swiss cross over the heart where it belongs. Finishing details of this striking new shirt include horizontal embossed hoops on the front, back and sleeves, which add to the overall sleek look. Featuring PUMA’s new apparel technology ACTV Thermo-R, the shirt helps players maintain an optimum body temperature through a unique phase-change material injected into the shirt’s inner athletic taping, strategically inserted in the front and back of the shirt. This allows microcapsules to absorb excess heat and release it back to the body when needed, micro-massaging the skin in specific areas to provide a faster, more effective energy supply to the active muscles.

Johan Adamsson, Global Director of Sports Marketing & Sports Licensing at PUMA said, *“Having worked with the SFA since 1998, PUMA’s relationship with the Swiss is one of our brand’s longest standing partnerships and one we are delighted to continue. The team’s qualification for the European Championships once again proves their strength in international football, and they remain an important partner in product innovation and design. Revealing this latest playing kit today for the SFA is a proud moment for us, and we wish them all the best in their preparation for France next year, where we’re fully confident they can do great things.”*

Peter Gilliéron, President of the Swiss Football Association said, “W*e are very happy and proud to extend the long lasting partnership with PUMA another long term. Looking back, I realize that we have had many great moments together. Looking ahead, I feel that many more success stories are yet to come. With the extension of the contract and the launch of the new home kit, we are sending a first signal of this exciting and successful cooperation.*”

Stephan Lichtsteiner of the Swiss National Team said*, “I am very proud of our national team colours, and PUMA has done an excellent job in creating a classic yet interesting design. Qualifying for the European Championships has given the whole team and country something to look forward to next summer and we want to prove that we are a strong opponent that is hard to beat. This new PUMA kit will make us look great on pitch, we’re looking forward to walking out in it later this week against Slovakia.”*

The new Swiss Home Kit is available for purchase on puma.com and at global sports retailers from 11 November 2015. PUMA today also launched the new home kits for its other partnered European federations Italy, Austria, 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/)