**adidas unveil Ground-breaking rugby boot for loose-forwards**

**The adidas FF80**

*For powerful acceleration and increased traction*

**Herzogenaurach, 1 February 2013** – adidas announce the ground-breaking release of its **FF80** rugby boot – a boot designed with a 5x2 stud configuration to specifically cater for the unique requirements of specialist flankers and number 8 forwards.

Every aspect of the **adidas FF80** is designed to help increase traction in scrums, rucks and mauls; to allow loose forwards to be faster to the breakdown; and provide a solid platform for explosive acceleration. Key to the FF80 is its 5x2 stud pattern – a feature not seen on rugby boots for many decades and a configuration that adidas researched thoroughly over the last 2 years with some of the world’s best players, coaches, and biomechanical experts.

adidas’ Global Vice President for Rugby, Simon Cartwright explains: “The modern game of rugby has brought a new level of physicality, power and agility. Through our on-going communication with world-class rugby players and coaches it became clear that amongst loose forwards there was a perceived lack of grip and stability whilst scrummaging and within rucks. We set out to find out why this was the case.”

adidas’ research showed that flankers use their feet quite differently from other positions within rugby – spending a lot of time on the sides of their feet during scrums, on their toes during rucks, and often needing to change direction quickly in order to make tackles and reach breakdowns. With this in mind adidas began investigating different stud configurations to define the optimal stud pattern for a loose forward’s boot.

“We gathered an adidas team of experts including biomechanical and material specialists, and design and footwear developers. With the blessing of the IRB we created a prototype which was put through its paces during training by many of the world’s top loose forwards – we also took advice and feedback from various top-tier coaches from New Zealand, Ireland, and the United Kingdom,” said Cartwright.

adidas discovered that a particular type of 5x2 configuration offered significant benefits over the traditional 4x2 boot. The additional stud towards the front of the FF80 is positioned exactly where a loose forward exerts pressure during a scrum, bridging during a ruck, or driving off the ground to accelerate.

“During scrums, flankers tend to rotate their feet in order to drive forward. This means that a loose forward wearing a traditional 4x2 boot often has only one or two studs in contact with the ground – negatively impacting their traction.  The FF80 helps overcomes this with the placement of the additional stud in just the right spot, creating what we've termed a 'stability triangle' of three studs positioned at the inside-front of the boot. We’re really pleased with the FF80 – not only does it look great, it offers a real benefit to those wearing it. The player’s we’ve tested it with love it,” says Cartwright.

Welsh captain Sam Warburton offered one of many glowing reviews from players of the FF80: “I find the extra stud to be of real benefit when scrummaging and also in general play, especially when having to quickly change direction. From a stability and stud pressure point of view the FF80 is great. Overall I think the performance of the outsole is better than a 4x2 boot as I find it much more stable, and the extra stud gave me much better traction”.

adidas worked closely alongside the IRB on the design and development of the FF80 – with the IRB subsequently approving the 5x2 pattern for use on-field.

The new adidas FF80 rugby boot is available in store from February 1, 2013. It completes the range of rugby-specific rugby boots designed by adidas to ensure players are in the best boot, regardless of their position on the rugby field.

* Predator Incurza – the playmaker’s boot for kicking accuracy
* adiZero RS7 – a lightest-in-class back’s boot for maximum speed
* adiPower Kakari – for tight forwards: strength and stability.
* adidas FF80 for loose forwards – powerful acceleration and traction

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**Additional adidas Rugby information for editors:**

adidas is proud partners of the national teams of New Zealand, France and Italy. Its club roster includes Super 15 teams The Blues, Chiefs, Hurricanes, Crusaders, Highlanders, and Stormers. Its European partnerships include Munster and Stade Francais. adidas also partners with the Kobelco Steelers and Suntory Sungoliath from Japan.

adidas’ individual sponsorship include players from around the world including All Blacks Richie McCaw, Dan Carter, Ma’a Nonu, Israel Dagg, and Tony Woodcock. Ben Youngs, Courtney Lawes, Jonny Wilkinson and Danny Cipriani of England; Argentina’s Felipe Contemponi, and Australia’s Will Genia and Matt Giteau; France’s Morgan Parra, Lionel Beauxis and Wesley Fofana; Bryan Habana, Ruan Pienaar, Pierre Spies and Pat Lambie of South Africa; Italians Martin Castrogiovanni, Sergio Parisse, and brothers Mauro & Mirco Bergamasco, Welsh internationals Sam Warburton and Leigh Halfpenny, Scotland’s Richie Gray, and Ireland’s, Brian O’Driscoll, Ronan O’Gara and Paul O’Connell

For further information and imagery visit [www.adidasnewsstream.com](http://www.adidasnewsstream.com) or contact:

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An example of a 5x2 stud (FF80) configuration:



An example of a 4x2 stud configuration:



An example of a 6x2 stud configuration:

