**BOSS THE CAGE WITH ACE 16+ TKRZ**

***adidas launch new boots, just for the small sided game***

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**Herzogenaurach, 27th November 2015** – adidas Football today continues the football revolution with the launch of ACE 16+ TKRZ, designed from the ground up to dominate small-sided game.

Senior Product Manager Tor Mikkel Southard gives some additional insight into the development of the new shoe.

**Who or what kind of player did you have in mind when designing and creating ACE 16+ TKRZ?**

TKRZ is built for the high-performance off-pitch player. Players who are playing a lot of small-sided football, but whose game demands a high-performance product.

A lot of times, these players might be forced to look to a lower price-point or indoor product – maybe they’re playing in something like a running shoe.

TKRZ represents a different approach to this – it’s instead built to deliver a truly elite product, with the high demands and high durability needed to play small sided football.

**How does this shoe compare to similar products in the market?**

It doesn’t compare to anything – it’s completely unique. The team behind the product have approach TKRZ as if they were approaching a completely new product category with the ACE DNA.

You can compare it to a turf or indoor shoe, or you could compare it to a firm ground shoe, but you’re not going to get a direct comparison – and that’s one of the most exciting things about this product.

We combine the best of all worlds: Turf, Sala, Indoor, Firm Ground etc. into one boot – there is no other product that compares to that right now.

**What was the inspiration behind this completely new design?**

We know that the type of players we developed TKRZ for football approach the small-sided game in a different way, compared to an eleven-a-side game.

There’s less to be said for winning 1-0, or defending a lead for the last 10 minutes – these players are more about showcasing their talent and attitude in an expressive way: a panna might be just as memorable as a goal, or the scoreline is only an afterthought to pulling off an ankle-breaking akka.

For us developing a TKRZ, we wanted to focus on the fun and joyful side of football, and we feel the design reflects that.

**Can you explain the soleplate and what kind of surfaces was this shoe made to be played on?**

TKRZ is really made with artificial grass pitches in mind, with generations three and four really being the best ones.

It’s a TPU-injected outsole, which delivers a tremendous advantage in terms of acceleration, braking and changing direction – however, by wrapping the TKRZ skin around the bottom of the outsole, you get a product that allows you to roll the ball under your foot like you would in indoor football.

Additionally, the primary studs are designed specifically with this surface in mind – there’s less of them than on a firm ground boot, and they’re also a little bit shorter as there’s no need to penetrate the surface to deliver the same amount of traction.

**Were any professional players consulted during the development of the boot through design/ product testing etc.?**

There was tonnes of work done with players who play small-sided football 4-5 times a week. We worked closely with players from London, Paris, Berlin and more to understand a little better the demands that TKRZ would have to meet in order to let these guys play their game at its best.

**What are the key technologies in the shoe, and what benefits does this bring to the player?**

TKRZ SKIN

Truer touch and a purer ball connection through a forefoot skin layer. The 360' TKRZ was designed specifically for cage football and lets you boss your kingdom with complete control.

TKRZ CTRL/FRAME

Ultimate traction & perfect control when bossing your turf provided by this innovative outsole design.

COMPRESSION FIT

The TKRZ compression tongue provides a snug fit for your foot so you can boss with stability and comfort.

For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or follow **@adidasfootball** on twitter and use **#BeTheDifference** to join the conversation.

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**Notes to editors:**

**About adidas Football**

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