**Mother Nature Tackles The Superlight Range**

**- adidas introduces new graphical treatment to rugby boot range -**

**- All Blacks showcase new range vs. Ireland on Soldier Field, Chicago -**



**Saturday 5th November, 2016 -** adidas Rugby has today unveiled the ‘Elements Pack’, a striking update to its industry leading Superlight range.

The four models in the range, specifically designed for each position on the field, have received a graphical treatment inspired by the natural elements Earth, Fire, Ice and Wind.

The **adipower Kakari Force** is the ultimate boot for the tight-five and features the element of Earth, symbolising the strength and stability needed to dominate the scrum. The **Kakari Light**, made for loose forwards, is on fire and reflects the explosive power shown by players such as Kieran Read and Sam Warburton when they are first to the breakdown.

**Predator Malice** featuring the ice graphic has been developed for kicking backs such as Beauden Barrett, who are renown for being cool under pressure. Completing the lineup is the **CrazyQuick Malice** featuring a wind graphic indicative of the speed and illusivness of outside backs like Antony Watson and Sonny Bill Williams.

The Elements Pack will be seen on field tomorrow when the World Champion All Blacks play Ireland, at Soilder Field in Chicago. The range will be stocked at adidas stores and major sporting goods retailers, rugby retailers worldwide, as well as online at [www.adidas.com](http://www.adidas.com) from December 1st. Pricing starts at $100 RRP for junior boots to $320 RRP for elite models.

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