

**A Glimpse into the Future for More Sustainable Apparel and Footwear in Golf**

CARLSBAD, Calif. – (March 9, 2020) – The next stop showcasing adidas’ journey to [END PLASTIC WASTE](https://news.adidas.com/running/adidas-aims-to-end-plastic-waste-with-innovation---partnerships-as-the-solutions/s/be70ac18-1fc9-45c1-9413-d8abaac2e849) is the golf course. adidas athletes competing in THE PLAYERS Championship this week will be wearing select apparel and footwear made from upcycled plastic waste, a first in the sport. This environment-friendly capsule of apparel and footwear for both men and women is available today.

The more sustainable collection is made from adidas’ new PRIMEBLUE material made in part with Parley Ocean Plastic. This upcycled plastic waste is intercepted on remote islands, beaches, coastal communities and shorelines, preventing it from polluting our ocean. Its then turned into high-performance polyester yarn used in apparel and footwear.

The special PRIMEBLUE collection will feature two polos and shorts for men, and a sleeveless polo and skort for women. It also includes limited edition footwear for both men and women made from upcycled plastic waste. The unique footwear is designed from adidas' [new CODECHAOS silhouette](https://news.adidas.com/golf/adidas-golf-changes-the-game-with-new-codechaos-footwear/s/ba898e9e-2e34-49bf-a2fd-3b3077b5e146), the latest footwear from that brand that pushes the boundaries on what a golf shoe can be.

By 2050, our oceans may be filled with more plastic than fish. That’s one of the reasons why adidas will convert 100 percent of our virgin polyester to recycled in every application where a solution exists by 2024. This PRIMEBLUE capsule in golf is part of a larger Three Loop Strategy [announced last month](https://news.adidas.com/running/adidas-aims-to-end-plastic-waste-with-innovation---partnerships-as-the-solutions/s/be70ac18-1fc9-45c1-9413-d8abaac2e849) that outlines adidas’ aim to END PLASTIC WASTE.

In the spring/summer 2020 golf collection alone, 71 percent of the apparel and 75 percent of the footwear uses material made from recycled polyester.

The PRIMEBLUE collection is available now on [adidas.com](http://www.adidas.com/golf) and at select retailers nationwide.

For more details about adidas’ commitment to END PLASTIC WASTE, visit [www.adidas.com/sustainability](http://www.adidas.com/sustainability).