**PRESS RELEASE**

**PUMA AND SFZ LAUNCH NEW SLOVAKIA AWAY KIT**

*SFZ Prepare for National Team’s First Ever Euros in New Bold Two Tone Look*

**Herzogenaurach, Germany** (9 February 2016) – PUMA and the SFZ launched the new Slovakia away kit today that the team will wear at Euro 2016TM in France this June, having qualified for first time in the country’s history. The kit will debut on pitch for the international friendly against the Republic of Ireland on 29 March, as the team continue their preparation for the tournament.

The new away kit looks sleek and modern in royal blue, paired with lighter blue Form Stripe panels which run along the sleeves and continue down through the matching shorts. Featuring a crew neck collar with the tape shaped off at the front centre, the shirt has a classic feel. The shirt also includes a vertical tonal striped pattern, which subtly enhances the overall design. The Slovak ‘Coat of Arms’ badge is placed over the heart to reflect the passion and pride of the Slovak football fans, whilst the SFZ logo and the PUMA Cat logo are positioned right and centrally on the chest.

Slovakia’s new shirt features PUMA’s new apparel technology ACTV Thermo-R, which is strategically inserted in both the front and the back of the shirt to help players maintain an optimum body temperature. A unique phase-change material is injected into the shirt’s inner athletic tape, which allows microcapsules to absorb excess heat and release it back to the body when needed. The taping in the shirt provides an extra snug fit, 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 said, *“We are delighted to provide the Slovakian National Team with a strong and fresh new look as the team go into their first ever European Championships. PUMA is proud to be a part of this historic moment in Slovakian football, and we wish the team the very best in the tournament in the summer.”*

The new Slovakia Home Kit is available for purchase at TOP4FOOTBALL (Grösslingová 7, Bratislava) and on puma.com, www.top4football.sk and www.fanshopsb.sk. PUMA today also launched the new away kits for their other partnered European federations Czech Republic, Austria and Switzerland.

Images of all the new shirts and further press materials are available to download from PUMA’s media centre: 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/)