

## THE FUTURE IS HERE.



### FUTURE

'fju:tʃə/

*noun*

a period of time following the moment of speaking, writing; time regarded as still to come. Except for PUMA, who have always considered the Future to be here.

**FUTURE** was already here back in 1952, when PUMA launched the first screw-in football studs ever, on the *Super Atom*.

**FUTURE** was also here in 1968 when the legendary PUMA King came out and in 70's was updated with a revolutionary flat structure that made it lighter. It was also the first ever boot to use Kangaroo leather introducing unprecedented touch, a perfect addition to Eusebio, Pelé, and Cruyff's already awesome arsenal.

**FUTURE** was here in 1982 when Diego Maradona played his first World Cup in the PUMA Torero boot. An invention by company founder Rudolf Dassler's son Armin, that came equipped with a highly flexible DUOFLEX sole with two joint zones perfect for flexibility when turning defenders inside out.

**FUTURE** was here in 1993, when PUMA produced the first shoe utilizing the super strong yet light weight material, Kevlar, the *PHANTOM KEVLAR PRO*.

**FUTURE** was here in 2006, when PUMA released the *V1.06*, the first groundbreaking lightweight speed boot with a full textile upper on the market.

**FUTURE** was here in 2014, when PUMA introduced the *evoPOWER*, designed to mimic the freedom of movement during the barefoot kicking motion to enhance a player's natural striking ability.

**FUTURE** is the first football boot with a truly customizable fit. NETFIT technology allows the wearer to lace their boots any way they want in order to fit perfectly, no matter the foot shape or lock-down need. The **FUTURE** is made for those players that change the game in an instant, those that play with instinct, and invent play on the pitch.

That's why we have a boot that allows for complete individuality in both fit and style.

## NOTE FOR EDITORS:

### FURTHER INFORMATION ON THE FUTURE 18.1

The FUTURE utilizes PUMA's adaptable NETFIT technology initially designed for running and takes it to New Levels by applying it to the upper creating a boot that is aggressive in its aesthetic, unique in its appearance, and in its lacing system a purely individual fit experience.

The lacing system is there to be experimented with, to adapt to your fit specifications, whether wide or narrow footed, and give you the ultimate lock-down. With its infinite customization options, NETFIT allows for the ultimate on pitch expression, allowing players to truly stand out with their own unique lacing designs.

To further enhance the overall fit and feel of the boots the NETFIT upper has been fused to the evoKNIT sock and striking zones to create one form-fitting textile base layer, bringing the wearer a snug-fit whilst making sure the foot is closer to the ball on impact for that perfect touch. The evoKNIT sock has also been developed and has a much more dynamic and aggressive cut than past models before it. The sock has been designed to be non-restrictive and allow for limitless agility thanks to its specifically placed cuts, whilst the material itself offers supreme support and comfort throughout the game.

The FUTURE also introduces the brand new RAPIDAGILITY outsole, made of super lightweight and reactive PEBAX and containing a mix of conical and bladed studs that are designed to bring the best results in traction and stability. Perfect for those quick turns of pace, and moments of quick footed brilliance that leave your opponents in a twisted heap.

The FUTURE will be worn by our most instinctive and unpredictably creative players on pitch, but to those flair players whose individuality is as important in their style as it is in their play, the FUTURE is yours.

**INFINITE CUSTOMIZATION:** NETFIT technology provides infinite lacing options for any foot, lock-down or style need.

**UNTOUCHABLE SPEED:** Lightweight RAPIDAGILITY outsole allows for high speeds on the break and *100% acceleration*.

**LIMITLESS AGILITY:** evoKNIT sock and form-fit textile base provide the ultimate support for top on-pitch performance and agility.

The first glimpse of the FUTURE will be on the feet of Antoine Griezmann during the Madrid derby. 18.11.17.

The FUTURE 18.1 NETFIT launch edition is a limited drop exclusive to selected key football retailers. The FUTURE silo will be commercially sold in 2018.

### **ABOUT PUMA**

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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 athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.

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