



PRESS RELEASE

PUMA invents Football Jacket that keeps Players warm and cool evoTRG Vent Jacket is chosen as Winner in ISPO AWARD 2016

Herzogenaurach, Germany, 27 January 2016 – Sports company PUMA has invented a jacket with dynamic thermoregulation. The **evoTRG Vent Jacket** has ergonomically-placed inserts that adapt during football moves: they open when in motion to keep players cool and close when the movement stops to keep them warm. The latest innovation by PUMA was chosen as Winner in the ISPO AWARD 2016 category Apparel Performance Products Outer Layer.

"The exact movements that make an athlete hot are converted and used to cool them down," said Charles Johnson, Global Director Innovation. "That functional dynamic informed the visual language of the jacket. That's what makes it special."

When sport activity increases, so does the body temperature. Sweat buildup and heat create a humid climate inside apparel that make it uncomfortable. Traditional performance apparel deals with this condition by using performance textiles and zippers and vents that are all static. The evoTRG Vent Jacket, on the other hand, provides temperature control with technical stretch mesh that assists in ventilation and allows for freedom of movement. In addition, windCell ensures protection against wind to minimize the loss of body temperature. The vent Thermo-R jacket demonstrated a better cooling technology in terms of skin temperature compared to the closed vent and vented control jackets. Skin temperature decreases appeared higher after 10 minutes compared to 20 minutes, and were on average 0.4°C cooler.

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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 athletes 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>