



## PRESS RELEASE

### PUMA KING PLATINUM LAZERTOUCH OFFERS NEW LEVELS OF CONTROL

**Herzogenaurach, Germany – March 26, 2020** - Sports company PUMA has introduced a new cutting-edge technology for football boots, which enhances the control properties of K-leather. This industry-first technology has been deployed for the first time ever in the new PUMA KING Platinum Lazertouch, which offers new levels of touch and feel on the ball.

The patented new Lazertouch technology is exclusive to PUMA and allows for a variety of specially crafted textures and graphics to be embossed onto the upper material of the boot. The technology developed in Germany, uses lasers to engrave detailed performance augmented patterns and textures to a mold, before it is fused together with the K-leather, enhancing the material's existing control properties.

"The PUMA KING is synonymous with craftsmanship and premium materials for ultimate ball control. The performance enhancing Lazertouch technology applied to key strike zones elevates the touch of every on-pitch maestro to a whole new level," said Dominique Gathier, Head of Product Line Management Teamsport at PUMA. "This is just the first application of Lazertouch in our football footwear, and we are exploring further opportunities across our range of boot silos."

The PUMA KING Platinum Lazertouch is a super-soft, premium K-leather boot upper boosted with 3-D 'touch' texture for added control. The locked-in fit is refined with a knitted tongue and the ultra-modern slim silhouette combined with the super lightweight 'RAPIDSPRINT' outsole makes it the fastest and lightest PUMA KING ever.

The PUMA KING Platinum Lazertouch is available in PUMA White and in PUMA Black from March 26 on PUMA.com and at select retailers worldwide.

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