



PRESS RELEASE

Millions of PUMA football jerseys made with recycled textile waste

HERZOGENAURACH, GERMANY, 16 July, 2024 - Global sports company PUMA has scaled up its textile-to-textile recycling innovation RE:FIBRE, creating millions of replica football jerseys with a minimum of 75% recycled textile waste and other waste material. For the first time, from the start of the 24/25 season, PUMA football replica jerseys* (featuring 35 Clubs), including those for the Euro and Copa América tournaments, are made from RE:FIBRE.

The upscaling builds on the 46,000 RE:FIBRE jerseys produced in 2023 and seeks to not only reduce textile waste, but also to create less reliance on plastic bottles to produce recycled polyester products. To make the upscaling possible, PUMA is exploring diversified ways to recycle polyester – such as thermo-mechanical and chemical recycling techniques enabling PUMA to significantly increase its capacity to recycle textile waste.

“RE:FIBRE gives football fans a tangible example of how PUMA is working towards creating a Forever Better,” said Anne-Laure Descours, Chief Sourcing Officer at PUMA. “Our wish is to have 100% of our polyester products created from textile waste. Rethinking how we produce and moving towards a more circular business model is important and RE: FIBRE is central to that.”

To celebrate this milestone, PUMA will hold a weekend of activities in the New York flagship store, timed to coincide with the launch of the AC Milan and Manchester City home replica kits and ahead of the two PUMA football teams playing in New York City. Fans of PUMA, AC Milan and Manchester City are welcome to get involved and celebrate PUMA’s RE:FIBRE journey in store.

Saturday 20th July 2024

One hundred limited edition badges upcycled from match worn jerseys by Jack Grealish and Christian Pulisic will be up for grabs in-store. The badges have been designed by US upcycler and [PUMA Voice of a RE:Generation](#) Andrew Burgess, to commemorate the expansion of PUMA RE:FIBRE.

Sunday 21st July

Andrew Burgess will host three upcycling workshops to educate fashion-curious consumers on the techniques for customising and upcycling clothing to extend their lifespan. Leaning into the crossover between sport and fashion, consumers will have the chance to take a RE:FIBRE t-shirt and turn it into a sportstyle inspired garment.

More information on this can be found [here](#).



**FOREVER.
BETTER.**

PRESS RELEASE

**Excluding local replicas for Fenerbahçe SK, Shakhtar Donetsk and locally sourced kits.*

ENDS

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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 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.