



## PRODUCT BRIEF



## BRAZILIAN NATURAL ABILITIES: INTRODUCING THE NEYMAR JR. BNA PACK

**Herzogenaurach, Germany, September 12<sup>th</sup>, 2024** — Global sports company PUMA has today launched the Neymar Jr. BNA pack featuring a brand-new custom NJR BNA FUTURE 7 and apparel range. The new collection celebrates Brazilian flair with colors and graphics inspired by the great footballing nation.

Born to entertain Neymar Jr. drops a new pack that pays tribute to his roots and a style of play that has taken the world by storm. The joyous nature, Brazilian natural ability and skill is a representation of a nation in love with the beautiful game.

The Neymar Jr. BNA pack not only features the FUTURE 7, but Training Shorts, Pants, ¼ Zip Tops, Jerseys, Hoody's and Logo Tee's all in adult and junior sizes.

The NJR BNA FUTURE 7 is designed with an adaptive FUZIONFIT360 upper that provides the ultimate fit. Combining PWRPRINT, PWRTAPE, engineered dual mesh, and stretchy knit for a snug, supportive fit for 360-degree freedom of movement on pitch. For enhanced touch the

FUTURE features 3D grip textures designed for ultimate ball control so you can make every touch count. For optimal agility the FUTURE utilizes the Dynamic Motion System outsole to enhance stability, agility, and traction for unpredictable changes of direction.

The Neymar Jr. BNA pack is available on sale from 12<sup>th</sup> September at PUMA.com and specialist retailers worldwide.

**MEDIA CONTACT:**

**Luke Haidarovic – Lead Teamsport Marketing & Global PR – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)**

**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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.