

## **PRESS RELEASE**

### **Reduce. Reuse. Regenerate – Recycled materials take center stage in PUMA'S RE:COLLECTION**

**Herzogenaurach, Germany, September 15, 2022** - Sports company PUMA shows how recycled materials can create a unique look with RE:COLLECTION, a line of products for Sportstyle, Running & Training and Motorsport which are made with recycled cotton and polyester.

Depending on the style, the pieces of RE:COLLECTION contain between 20% and 100% recycled materials, creating a look of perfect imperfection in neutral colors. Cutting waste is used to reinforce the uppers of RE:COLLECTION's lifestyle footwear.

In the Autumn/Winter season, RE:COLLECTION includes performance products for Running and Training such as the PWRFrame TR, a high-performance Training shoe that is engineered for forefoot support and features at least 30% recycled material in the upper. Among other Training products of RE:COLLECTION, the tights are made with at least 70% recycled material but retain the performance characteristics such as the moisture-wicking properties of PUMA's dryCELL technology.

As part of its Forever Better sustainability strategy, PUMA has set itself ambitious targets when it comes to using materials from more sustainable sources and increasing the amount of recycled content in its products. By 2025, 75% of the polyester used in PUMA's Apparel and Accessories will come from recycled sources.

RE:COLLECTION products will be available in the Autumn/Winter 2022 season in PUMA stores and on PUMA.com.

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**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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.