



**FOREVER.
FASTER.**

PRODUCT BRIEF



CRANK UP THE VOLTAGE WITH PUMA'S VOLTAGE PACK

Herzogenaurach, Germany, November 16th, 2023 - Global sports company PUMA has today launched the Voltage Pack, featuring electric new colorways for PUMA's ULTRA, FUTURE and KING franchises. Engineered with cutting-edge PUMA technology, these boots promise to elevate your game just when it matters the most.

As the winter season approaches, the Voltage Pack is set to illuminate pitches worldwide, championed by football superstars such as Neymar Jr., Kingsley Coman, Ingrid Engen, Fridolina Rolfö, Julia Grosso, Jack Grealish, and Xavi Simons.

Just when they think you couldn't get any faster – you do. With its fully re-engineered, lightweight ULTRAWEAVE upper, the ULTRA takes its signature speed and acceleration to the next level. The application of PWRTAPE draws from the anatomy of the human foot to provide natural support for explosive changes of pace and direction.

Defenders used to be able to stop you, but that's all in the past. The FUTURE is designed with an adaptive FUZIONFIT360 upper which combines a dual-mesh, stretchy knit, and PWRTAPE to lock down the foot into a snug, supportive fit – so you can play with or without laces. The engineered 3D textures at key contact zones are optimized to enhance ball grip and control, whilst the dual-density Dynamic Motion System outsole enhances stability, agility, and traction.

Control never felt more comfortable with the PUMA KING. Made with K-BETTER™, a non-animal-based upper material that outperformed the previous KING's leather in testing for touch, comfort, and durability. The lightweight outsole features an external heel counter, integrated stability spine, and conical studs, so you have as much control over your movement as you do over the ball.

ULTRA, FUTURE and KING all come in both unisex and women's specific fits and as a step toward a better future, the uppers of the ULTRA, FUTURE, and KING are made with at least 20% recycled materials.

Add some electricity to your game with the Voltage Pack available from November 16th at PUMA.com and specialist retailers worldwide.

REVEAL DATE: November 16th, 2023, 9:00am CET

GLOBAL ISD: November 16th, 2023, 9:00am CET

IMAGERY:

[Voltage Pack Player Images](#)

[Voltage Pack Combo Images](#)

[Voltage Pack ULTRA](#)

[Voltage Pack FUTURE](#)

[Voltage Pack KING](#)

MEDIA CONTACT:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

PUMA

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.