



## PRESS RELEASE



### **REBORN TO PERFORM: PUMA INTRODUCES THE FIRST MILE PACK, FOOTBALL BOOTS MADE FROM RECYCLED MATERIALS**

Herzogenaurach, Germany, February 17<sup>th</sup>, 2022 – Sports company PUMA has made its successful ULTRA 1.3 and the FUTURE 1.2 football boots more sustainable by using recycled materials from its partnership with the First Mile initiative.

The products of the First Mile pack are made with recycled yarn that is manufactured from plastic bottles collected in the First Mile network, which also makes a social impact by strengthening microeconomies in Honduras, Haiti and Taiwan China. PUMA has worked together with First Mile since 2019 but it is the first time, the company has used First Mile's recycled yarns in football boots.

The collectors in the First Mile network gather plastic bottles, which prevent the bottles from reaching landfills and the world's oceans. With every purchase of First Mile products people are supporting local opportunities and creating a positive impact by generating jobs and reducing environmental waste.

PUMA utilizes recycled yarns developed from post-consumer plastic collected by First Mile in Taiwan China. The plastic is sorted, cleaned, shredded, spun into yarn and then woven into a stretchy engineered knit to create football boots that play faster but tread a little lighter.

Through its Forever Better sustainability strategy, PUMA has set itself 10 targets to improve its environmental impact. The company plans to make 9 out of its 10 products more sustainable by 2025.

The ULTRA 1.3 contains 21% recycled material in the upper made from post-consumer plastic. Maintaining all performance benefits of the ULTRA 1.3, the lightweight MATRYXEVO technology features recycled Chamatex yarns and First Mile yarns designed for ultimate lightweight speed so you can be at your fastest from the first step. The upper is connected to an internal SPEEDCAGE for lightweight support, keeping your foot locked in so you can be at your most explosive.

The ULTRA features a unique PEBA SpeedUnit outsole for maximum take-off speed, traction and responsiveness at high velocity giving you the platform to produce faster movements all over the pitch. Infused with PUMA running spike DNA, the ULTRA is deadlier than ever. The First Mile ULTRA 1.3 will debut on pitch with Manchester United superstar Raphaël Varane, a strong advocate for sustainable products.

42% of the FUTURE Z 1.2 upper is made up of recycled materials made from post-consumer plastic. The FUTURE's innovative FUZIONFIT+ compression has been engineered for the ultimate fit, perfectly wrapping around the foot for maximum comfort and responsiveness so you can make explosive cuts and directional changes at your top speed.

The recycled upper combines with a recycled Dynamic Motion System outsole, a specially crafted plate for explosive agility, extreme traction and multi directional movement. All linings, foams and vamps use recycled materials, making this the most sustainable FUTURE ever. The FUTURE Z 1.2 First Mile edition will be worn by Manchester City star Vicky Losada.

"With this pack, we introduce First Mile recycled yarn into our football boots for the first time," said *Dominique Gathier, Senior Head of Product Line Management Teamsport Footwear*. "The project is very important to PUMA as we continue to utilize more recycled and sustainable materials in football products. We have already launched First Mile collections with our Licensed clubs AC Milan and Manchester City, so we are very happy to launch footwear through the initiative. This is the first step as we move toward more sustainable footwear products without impacting the high-level performance benefits of our signature silos."

"First Mile is proud to partner with PUMA to clean up the environment and to improve the livelihoods of our waste collectors in Taiwan China," said *Jeff Wang, First Mile Taiwan China Impact Manager*. "We are thrilled to have been able to transform trash into a high performing

football boot that will be used at the highest level of the game. For our collectors to see the value their collected waste materials have on a global stage has brought immense pride to their work.”

The First Mile pack featuring recycled editions of the ULTRA 1.3 and the FUTURE 1.2 will be available from February 17<sup>th</sup> at PUMA.com, PUMA stores and select retailers worldwide.

To learn more about the PUMA x First Mile initiative please visit [here](#)

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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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

At PUMA, we live by the code of FOREVER BETTER. FOREVER BETTER is our commitment to reduce our impact on the environment and be more transparent and responsible. We have challenged ourselves to do better across ten environmental areas our business impacts: Climate, Environmental Profit & Loss, Chemicals, Human Rights, Materials, Health & Safety, Air & Water, Governance, Stakeholder Engagement, and Social Compliance. Our plan aims to make big impact at scale by integrating sustainable policies into our everyday business decisions, and it affects every product PUMA makes and sells. For more information, visit [www.puma.com/foreverbetter](http://www.puma.com/foreverbetter)

## FIRST MILE

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First Mile works with global brands to source responsibly collected recycled polyester. Working directly with waste reclamation networks in Haiti, Honduras, and Taiwan China, First Mile has transformed more than 96 Million plastic bottles into income opportunities and useful products. First Mile is owned by Thread International PBC INC, and used to operate under the name Ground to Good fabric. While the name has evolved, our commitment to transparency and holistic impact remains the same. To learn more visit: [www.firstmilemade.com](http://www.firstmilemade.com)