



PRESS RELEASE

Sugarcane and recycled materials: PUMA creates more sustainable footwear styles

Herzogenaurach, Germany, 01 June, 2021 - Sports company PUMA has created a new midsole which is made with sugarcane and the company will also introduce new footwear styles this spring, which are made with recycled materials, as part of its plan to make its entire product range more sustainable.

Better Foam, which will be used in footwear products starting this summer, contains at least 35% bio-based materials which are derived from sugar cane. Sugar cane absorbs carbon as it grows and the parts of the plant which are not destined for food production are blended into traditional foam cushioning to make Better Foam.

The first sneaker to feature Better Foam will be the Emerge, a stylish training shoe which will be sold starting July 1.

In addition, PUMA has launched two new sneaker styles, the Caven and the Jada, which are made with at least 20% recycled materials in the upper and the laces. The Caven is inspired by 80s basketball shoes, while the Jada has its roots in classic tennis shoes.

Earlier this year, PUMA announced that by 2025, nine out of ten PUMA products will be made of more sustainable materials, as the sports company aims to make a positive environmental impact across its product range.

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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 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.