

PUMA Environmental Profit & Loss !



A New Way of Thinking

New PUMA Shoe and T-Shirt impact the Environment by a third less than Conventional Products

Sportlifestyle Company PUMA publishes first-ever Product Environmental Profit and Loss Analysis identifying and comparing environmental impacts of more sustainable and conventional products across production and consumer life phases in Euros and Cents

Did you know that 31 waste disposal trucks are needed to clear the waste that 100,000 pairs of conventional sneakers cause during the production process and consumer life until their owners throw them away and they end up in landfills or incinerators? This is an insight gained from our first PUMA Product Environmental Profit and Loss (EP&L) Account for four

selected footwear and apparel styles.

We have started to extend the groundbreaking PUMA E P&L from 2010 to the product level and applied the analysis to two more sustainable and two conventional products: a pair of our biodegradable PUMA InCycle Basket shoes and a biodegradable cotton PUMA T-shirt versus a pair of the conventional retro PUMA Suede shoes and a conventional cotton PUMA T-shirt. This helps us to establish whether our efforts to become a more sustainable company and develop more sustainable products are in fact making a positive difference. This first-ever PUMA Environmental

Profit and Loss Account for products is a big step forward on our mission journey to become the world's most desirable and sustainable Sportlifestyle company.

What does the PUMA Product E P&L demonstrate?

The PUMA Product E P&L, which we developed with the support of PPR's sustainability department PPR HOME as well as consulting firms Trucost and PwC, furthermore revealed that our new biodegradable PUMA shoe InCycle Basket and the biodegradable cotton T-shirt cause 31% less environmental impacts than their