

# presentation is puma

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- **IN THE SPRING OF 1948, THE BROTHERS QUARRELED "IN THE DUST AND THE DUST", SO WE DECIDED TO DIVIDE THE FAMILY BUSINESS INTO TWO PARTS. SO ADOLF CALLED HIS COMPANY ADIDAS, AND RUDOLF CHOSE AS THE NAME - PUMA. NOW BROTHERS ARE SWORN COMPETITORS - THE CONFRONTATION THAT EXISTS BETWEEN COMPANIES IN OUR DAY.**



- **1960 - APPEARED THE FAMOUS LOGO DEPICTING A PUMA IN A JUMP**

- **IN ONE OF THE FIRST FOOTBALL GAMES AFTER THE SECOND WORLD WAR, SEVERAL PLAYERS OF THE GERMAN NATIONAL TEAM PREFERRED RUDOLF DASSLER'S BOOTS, PERFORMING IN THEM AT THE COMPETITIONS. THE FIRST BRIGHT VICTORY FOR THE NEW FIRM WAS BORN IN 1952, WHEN JOSEPH BARTEL (LUXEMBOURG) WON OLYMPIC GOLD IN THE PUMA SNEAKERS IN THE 1500 METER RACE. TWO YEARS LATER AT THE CHAMPIONSHIP IN YOKOHAMA, GERMAN HEINZ FUTTERER SET A WORLD RECORD AT A DISTANCE OF 100 METERS, AND IN 1960 ARMIN HARI WON A GOLD MEDAL AT THE SAME DISTANCE. ATHLETES COMPETED IN PUMA SHOES.**





- **IN 1968, THE "PORTFOLIO OF VICTORIES" PUMA REPLENISHED WITH FOUR MORE GOLD MEDALS WON BY ATHLETES AT THE OLYMPIC GAMES IN MEXICO. AT THIS TIME, THE COMPANY BEGAN PRODUCING SPORTS SHOES ON VELCRO FASTENERS, BECOMING A PIONEER IN THIS FIELD. IN 1970, AT THE WORLD CUP, HELD IN MEXICO, THE BEST PLAYER WAS RECOGNIZED AS THE LEGENDARY PELE. HE MANAGED TO BRING HIS TEAM TO THE LEADERS OF THE CHAMPIONSHIP, DEFEATING THE ITALIAN TEAM. PELE PERFORMED IN PUMA BOOTS.**





**OF INSPECTOR TECHNOLOGY, WHICH ALLOWS TO CONTROL THE CORRESPONDENCE OF THE FOOT SIZE OF THE CHILD'S FOOT. IN 1996, TESTING OF THE NEW CELL TECHNOLOGY (THE WORLD'S FIRST TECHNOLOGY FOR THE MANUFACTURE OF THE SOLE OF SPORT SHOES) WAS COMPLETED. THIS DEVELOPMENT HAS BECOME A VERITABLE REVOLUTION IN THE WORLD OF SPORTS. A LITTLE LATER, IN COLLABORATION WITH PITTARDS, A NEW SKIN TYPE WAS DEVELOPED (PITTARDS SOCCER 2000). THIS MATERIAL WAS USED ONLY FOR THE PRODUCTION OF PUMA KING SHOES, AS IT HAD UNIQUE WATERPROOF PROPERTIES.**

- IN 2004, PUMA ANNOUNCES THE SIGNING OF A MULTI-YEAR CONTRACT WITH FERRARI, WHICH ENTERED INTO FORCE ON JANUARY 1, 2005. PUMA AG BECOMES THE OFFICIAL SUPPLIER OF SCUDERIA FERRARI MARLBORO, THE MOST SUCCESSFUL FORMULA 1 TEAM OF ALL TIME. IN THIS REGARD, IN ADDITION TO REFRACTORY GOODS, PUMA PRODUCES TEAM EQUIPMENT, FOOTWEAR AND ACCESSORIES. PUMA BECOMES THE OFFICIAL SUPPLIER OF SHOES TO MICHAEL SCHUMACHER. OVER THE LONG HISTORY OF THE COMPANY, IT WAS REPRESENTED BY CELEBRITIES SUCH AS PELE, DIEGO MARADONA, HEIKE DREXLER, MARTINA NAVRATILOVA, GUILLERMO VILAS, SERENA WILLIAMS, BORIS BECKER, OSCAR DE LA HOYA, MARCUS ALAIN, RALPH SAMPSON, WALTER FRASER, VINCE CARTER.**





- **PUMA SE IS AN INDUSTRIAL COMPANY IN GERMANY SPECIALIZING IN THE PRODUCTION OF SPORTS SHOES, CLOTHING, IMPLEMENTS AND PERFUMES UNDER THE PUMA BRAND.**
- **THE COMPANY WAS FOUNDED IN 1948 BY RUDOLPH DASSLER AFTER HE QUARRELED WITH HIS BROTHER ADOLF, UNDER THE NAME RUDA (FROM RUDOLF DASSLER). LATER, THE COMPANY WAS RENAMED PUMA. UNTIL THE QUARREL THE BROTHERS WERE THE OWNERS OF THE COMPANY PRODUCING SPORTS SHOES GEBRDER DASSLER. AFTER BREAKING THE RELATIONSHIP, ADOLF FOUNDED THE COMPANY ADIDAS.**

- **THE COMPANY PRODUCES SPORTS OUTFITS UNDER THE BRANDS PUMA AND TRETORN, HAS SUBSIDIARIES IN THE US (ABOUT 20% OF TOTAL SALES), FRANCE, SWITZERLAND, SPAIN, HONG KONG. OVER 1/3 OF THE PRODUCTS PRODUCED IN GERMANY ARE EXPORTED. THE COMPANY (IN APRIL 2008) OWNS A NETWORK OF 116 STORES (INCLUDING 20 IN RUSSIA). THE NUMBER OF PERSONNEL FOR 2006 WAS 6.8 THOUSAND PEOPLE. REVENUES IN 2007 AMOUNTED TO 2.37 BILLION EUROS (INCLUDING TURNOVER OF THE STORE CHAIN - 406.4 MILLION EUROS), NET PROFIT - 269 MILLION EUROS**





Thank you for attention