


Apparel Features

Technology	Definition	Consumer Benefit
Clima365™ 	Clima365™ is an umbrella concept which encompasses all the Clima systems technologies: ClimaCool®, ClimaLite®, ClimaWarm®, ClimaProof® providing a head-to-toe approach to temperature optimisation. In turn, this allows athletes to stay dry, comfortable and performing at their optimal body temperature of 37°C in any given temperature or weather condition, allowing them to conduct their sport 365 days a year.	dry + comfortable performing at optimal body temperature of 37°C
ClimaLite® 	ClimaLite® is a light and breathable fabric that pulls sweat away from the skin to the outer fabric face for quick evaporation, thus enhancing the body's natural temperature regulation.	moisture magement
ClimaCool® 	ClimaCool® apparel actively conducts heat and sweat away from the body through a combination of heat and moisture-dissipating materials, ventilation channels and three-dimensional fabrics that allow air to circulate close to the skin.	sweat and heat management through ventilation + moisture magement
ClimaProof® 	ClimaProof® is breathable weather protection that optimises body temperature and keeps you at peak performance in even the harshest of wind, rain and storm conditions by acting as a barrier to the elements, while allowing heat and sweat to escape through evaporation.	wind and water protection
ClimaWarm® 	ClimaWarm® is lightweight, breathable insulation that keeps you dry and comfortable in cold weather conditions by using densely woven synthetic fibres to trap warm air close to the skin. While these fibres are dense enough to trap air, they are spaced far enough apart to easily allow heat-sapping sweat to escape through evaporation.	thermal insulation
ForMotion™ 	ForMotion™ apparel is three-dimensionally engineered to move naturally with the athlete's body during sport. Realizing the shortcomings of traditional two-dimensional apparel, adidas created ForMotion™ to follow every curve of the athlete's body and mimic the natural movement of sport for a better fit and greater comfort while in motion. Its sport-specific fabrics also feature extreme stretch zones that allow the pre-shaped garment to move naturally with the body even during the most strenuous of athletic activities.	<ul style="list-style-type: none"> • freedom of movement • greater comfort • enhance performance

Footwear Features

Technology	Definition	Consumer Benefit
Bounce® 	Each element of the entire Bounce® midsole unit has been designed to provide optimal cushioning and an extremely smooth heel-to-toe transition. The Bounce® midsole relies on precision engineering for its excellent, extremely durable cushioning rather than the deflection of conventional foams that eventually wear out.	<ul style="list-style-type: none"> • cushioning • guidance
adiPRENE® 	ClimaLite® is a light and breathable fabric that pulls sweat away from the skin to the outer fabric face for quick evaporation, thus enhancing the body's natural temperature regulation.	moisture management
adiPRENE®+ 	adiPRENE®+ is a lightweight cushioning material with excellent resiliency used in the forefoot of adidas shoes for impact absorption and a dynamic, responsive feel. adiPRENE®+ can be a midsole insert or can be used for the entire forefoot itself.	<ul style="list-style-type: none"> • impact absorbing [forefoot] • dynamic, responsive feel
ClimaCool® 	ClimaCool® is a system combining moisture-managing materials and ventilation in key areas for efficient evaporation of sweat and 360-degree ventilation to help regulate an athlete's body temperature for improved efficiency and comfort.	<ul style="list-style-type: none"> • sweat and heat management through ventilation and moisture management
adiWEAR® 	An extremely durable, non-marking rubber used primarily for tennis shoe outsoles and for other high-abrasion applications. adiWEAR® offers the optimal balance of excellent abrasion resistance, traction and flexibility without excessive weight	abrasion resistance
ForMotion™ 	The key to ForMotion™ footwear is the active ForMotion™ element in the midsole. It adjusts to your sport motion in order to let your foot adapt more naturally to the landing surface. At any angle of touchdown, a pair of radiused, sliding plates in the midsole begin to slow horizontal forces the moment your foot touches ground. Your foot experiences a much smoother, more natural touchdown with every step.	<ul style="list-style-type: none"> • more natural adaption to the landing surface
TORSION® SYSTEM 	TORSION®SYSTEM provides lightweight arch support while allowing the forefoot and rearfoot to move freely for surface adoption, and to stabilize the foot. Years of development have resulted in versions of the TORSION®SYSTEM which are specific to forward motion sports or lateral movement sports. These activity-specific systems support the midfoot and serve as platforms for extended control.	<ul style="list-style-type: none"> • lightweight arch support • surface adoption • stabilize the foot

Feature	Definition	Consumer Benefit
Seamless	Seamless garments are created in a single, continuous knitting process that eliminates side seams for reduced chafing. The only seams on the garments are where the sleeves and the collar join the body. Hence, they provide enhanced comfort and better fit.	<ul style="list-style-type: none"> • no disturbing seams • enhanced comfort
Ultrasonic Line Bonding (USL)	Ultrasonic Line Bonding (USL) is a procedure which uses ultrasonic technology to close seams on a garment. The seams are secured with a tape. Unlike in common garments, USL garments have no flat seams and no seam allowance - as a result chafing is avoided.	<ul style="list-style-type: none"> • no flat seams • no seam allowance • no chafing
Polypropylene	Our adidas TECHFIT™ On-Field garments using polypropylene fabrics are light weight garments with two layers. The skin layer, consisting of an anti-microbial polypropylene fabric, is a hydrophobic layer which does not absorb moisture and therefore leaves the skin dry while sweating.	<ul style="list-style-type: none"> • skin stays dry while keeping all the benefits of an adidas TECHFIT™ compression product • anti-microbial
Airvantage®	GORE-TEX® AIRVANTAGE® is an adjustable insulation technology. It provides variable air insulation for total on demand comfort. To increase the jacket's warmth, simply blow into a valve on your collar and into your jacket's air chambers in the torso. To let out extra heat, release air through the same valve to reduce insulation.	<ul style="list-style-type: none"> • variable air insulation • easy inflation/deflation system
Thermoplastic urethane (TPU)	The highly elastic TPU bands support the natural expansion and contraction of the musculoskeletal system while performing. They provide elastic support and performance enhancement of key sport-specific muscle groups.	<ul style="list-style-type: none"> • major muscle groups are supported and maintained in a more upright position • less muscle fatigue through greater efficiency
Compression	adidas TECHFIT™ compression products improve joint alignment, muscle balance, and posture plus link key muscle groups together to maximize power generation. This results in better explosive movements, where power or speed is key, such as Running, lateral cutting movements (Tennis), stopping and starting (Football) or lifting (Training).	<ul style="list-style-type: none"> • better awareness of movement • increased blood circulation enhanced • reduced muscle vibration
cyclofresh® active freshness	cyclofresh® is a technology which prevents malodors to occur in textiles. Regenerated through washing, cyclofresh® provides you with a long lasting and skin friendly freshness.	<ul style="list-style-type: none"> • lasting protection from unpleasant odors • skin-friendly due to natural ingredients • performance regenerated through laundry