







# I PAIL PUNIS



# SHARK TRAIL

CONTROL THE GROUND AND RUN FASTER ON A DAILY BASIS

DROP	 6 mm	Stud Height	 4mm
Material	 Textile	Men's Weight	 360 gr.
		Women's Weight	 310 gr.



### TRAIL RUNNING SS25 · MEN

### SHARK TRAIL

Drop: 6mm · Weight: 360 gr



AT160 SHARK TRAIL ION BLAST DARK



AT160 SHARK TRAIL ION BLAST ORANGE



AT160 SHARK TRAIL ION BLAST LAKE



AT'160 SHARK TRAIL ION BLAST GREEN



### TRAIL RUNNING SS25 · WOMEN

## SHARK TRAIL

Drop: 6mm · Weight: 310 gr



AT161 SHARK TRAIL ION BLAST BLACK



AT161 SHARK TRAIL ION BLAST WHITE





# K4TRAIL

YOU'RE RUNNING FOR A REASON. NOTHING WILL STOP YOU. TACKLE COMPLEX TERRAIN

DROP	 6 mm	Stud Height	•••••	4,5 mm
Material	 Textil	Men's Weight		320 gr.
External profile	 39–29 mm	Women's Weight		270 gr.
Inner profile	 27-21 mm			



### **EXTERNAL QUICK-FIT**

SOLE

External quick-fit heel pull allows the shoe to be pulled on more easily

### TRAIL RUNNING SS25 | K4 TRAIL



Features **ATOM GRIP**, a high performance compound that ensures great grip. **Bi-directional 4.5 mm lugs** ensure grip on both uphill and steep descents

### **PROTECTIVE TOE CAP**

TPU toe cap absorbs impact, offering protection against rocks, branches and other terrain hazards



### TRAIL RUNNING SS25 | K4 TRAIL

Bi-Density midsole that helps cushion the foot on uneven terrain. Strategically designed with different materials to provide both cushioning and rigidity

**Suitable** for all types of terrain. Designed to withstand different weather conditions thanks to their quick-drying design, and great breathability that keeps feet at a pleasant temperature

Flexible strap perfect for storing laces to prevent them from causing any problems during competition or demanding training sessions.

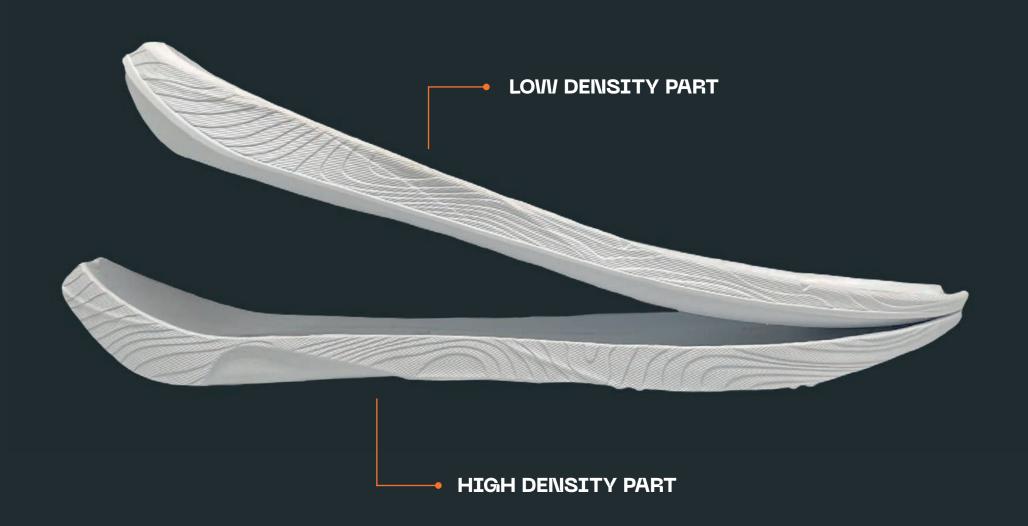


# BI-DENSITY

The **Bi-Density midsole** helps to cushion the foot on uneven terrain.

Strategically designed with different materials to provide both cushioning and rigidity. **The high density part** of the midsole provides support and protection while the low density part provides great comfort and makes the stride softer







### **INNER SOLE RUBBER**

The inner sole rubber has a softer density for increased traction



### **OUTER SOLE RUBBER**

The outer sole rubber has a higher density that increases the shoe's durability



# ATOM GRIP

It features **ATOM GRIP**, a high performance compound that guarantees great grip. The bi-directional 4.5mm lugs guarantee grip on both climbs and steep descents.

Designed to provide maximum grip, minimum weight, and optimum stability on uneven terrain



### TRAIL RUNNING SS25 · MEN

### K4 TRAIL

Drop: 6mm · Weight: 320 gr



AT166 K4 TRAIL RUN BLACK



AT166 K4 TRAIL RUN ORANGE



AT166 K4 TRAIL RUN BLUE



AT166 K4 TRAIL RUN LAKE



AT166 K4 TRAIL RUN ALL BLACK



AT166 K4 TRAIL RUN GREEN



### TRAIL RUNNING SS25 · WOMEN

### K4 TRAIL

Drop: 6mm · Weight: 270 gr



AT167 K4 TRAIL RUN CIAN



AT167 K4 TRAIL RUN WHITE



AT167 K4 TRAIL RUN BLACK



AT167 K4 TRAIL RUN SKYBLUE



AT'167 K4 TRAIL RUN ALL BLACK



AT167 K4 TRAIL RUN ORANGE



AT167 K4 TRAIL RUN LIGHT





# TERRA 2.0

CHOOSE YOUR ROUTE AND FIND YOUR PEAK. THIS TRAIL RUNNING SHOE ALLOWS YOU TO RUN IN DRY OR WET TERRAIN.

DROP	 8 mm	Stud Height	 4 <b>.</b> 5 mm
Material	 Textil	Men's Weight	 321 gr.
External profile	 43-26 mm	Women's Weight	 265 gг <b>.</b>
Inner profile	 26- 18 mm		



### MIDSOLE TRAIL RUNNING SS25 | TERRA 2.0

Its midsole is designed with **Low Density (LD)** technology to increase the levels of cushioning, reactivity and lightness.

### UPPER

Specially designed mesh for **comfort and durability**. High breathability to keep feet dry and comfortable even when walking long distances in adverse conditions

### **SOLE**

Featuring ATOM GRIP, a high level grip and durability system with 4.5mm lugs, inspired by the Enduro Extreme tire. Peak performance and responsiveness to terrain

### PROTECTIVE TOE CAP

**TPU toe cap absorbs impact**, offering protection against rocks, branches and other terrain hazards



To provide consistent heel protection, this model includes **stabilizers** that make the shoe more solid over distances and ensures correct biomechanics

**DoubleFoam is a lightweight** material that helps to cushion the foot on uneven terrain. Strategically designed using different materials that provide cushioning and energy to the foot. The hindfoot area absorbs heel impact more effectively while the forefoot improves rebound

**External quick-fit** heel puller to allow the shoe to fit much more easily and the lacing area is protected by TPU



LINK TO VIDEO:







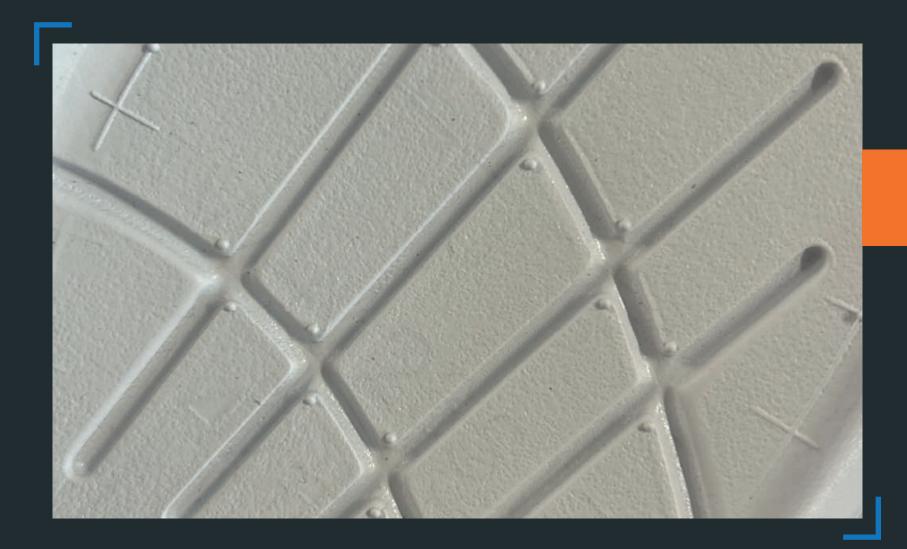
# ATOM GRIP

Featuring ATOM GRIP, a high level grip and durability system with 4.5mm lugs inspired by the Enduro Extreme tire

The sole is composed of chloroprene (a material used in climbing shoes), which allows for exceptional grip performance

The pyramid shaped lugs are designed to minimize mud and dirt retention, ensuring maximum grip







# **FLEXORS**

Flexors are bi-directional cuts that increase flexibility and adaptability.

The brand's R+D+I department has included these elements in the metatarsal part of the forefoot for even greater benefits.



### TRAIL RUNNING SS25 · MEN

## **TERRA 2.0**

Drop: 8mm · Weight: 321 gr



AT158 TERRA V2 LOW DENSITY BLACK



AT158 TERRA V2 LOW DENSITY ORANGE



AT158 TERRA V2 LOW DENSITY LAKE



AT158 TERRA V2 LOW DENSITY BLUE



AT'158 TERRA V2 LOW DENSITY FLUOR



AT158 TERRA V2 LOW DENSITY GREEN



AT158 TERRA V2 LOW DENSITY ALL BLACK



### TRAIL RUNNING SS25 · WOMEN

### **TERRA 2.0**

Drop: 8mm · Weight: 265 gr



AT159 TERRA V2 LOW DENSITY SKYBLUE



AT159 TERRA V2 LOW DENSITY WHITE



AT159 TERRA V2 LOW DENSITY BLACK



AT159 TERRA V2 LOW DENSITY ORANGE



AT159 TERRA V2 LOW DENSITY CIAN



AT159 TERRA V2 LOW DENSITY LIGHT



AT159 TERRA V2 LOW DENSITY ALL BLACK





# TERRAIMAX

HANDLES THE MOST DEMANDING TRAILS. FEATURING A LIGHTWEIGHT DESIGN AND MAXIMUM COMFORT

DROP		6 mm	Stud Height	 5 mm
Material		Textil	Men's Weight	 310gr.
External profile		44-36 mm	Women's Weight	 280gr.
Inner profile	•••••	32-26 mm		





# This shoe was designed in collaboration with Mario Roman, the Extreme Enduro world champion. Enduro and Trail unite to create a

shoe that guarantees maximum grip

# ATOM GRIP

Featuring ATOM GRIP, a high level grip and durability system with 4.5mm lugs inspired by the Enduro Extreme tire

The sole is composed of chloroprene (a material used in climbing shoes), which allows for exceptional grip performance

The pyramid shaped lugs are designed to minimize mud and dirt retention, ensuring maximum grip





### **CUSHIONING: MOUSSE MAX**

Provides maximum comfort and a soft landing to reduce impact on joints

### **REACTION AND PROTECTION**

Better response at toe-off and protection on contact with the ground



### TRAIL RUNNING SS25 · MEN

# **TERRA MAX**

Drop: 6mm · Weight: 310 gr





AT179 TERRA MAX NITRO GREEN



AT179 TERRA MAX NITRO SAND



AT179 TERRA MAX NITRO **ORANGE** 



AT179 TERRA MAX NITRO WHITE BLUE



AT179 TERRA MAX NITRO **BLACK** 



### TRAIL RUNNING SS25 · WOMEN

# **TERRA MAX**

Drop: 6mm · Weight 280 gr



AT180 TERRA MAX NITRO CIAN



AT180 TERRA MAX NITRO WHITE



AT'180 TERRA MAX NITRO BLUE



AT180 TERRA MAX NITRO SAND



AT'180 TERRA MAX NITRO ROSE



AT180 TERRA MAX NITRO BLACK

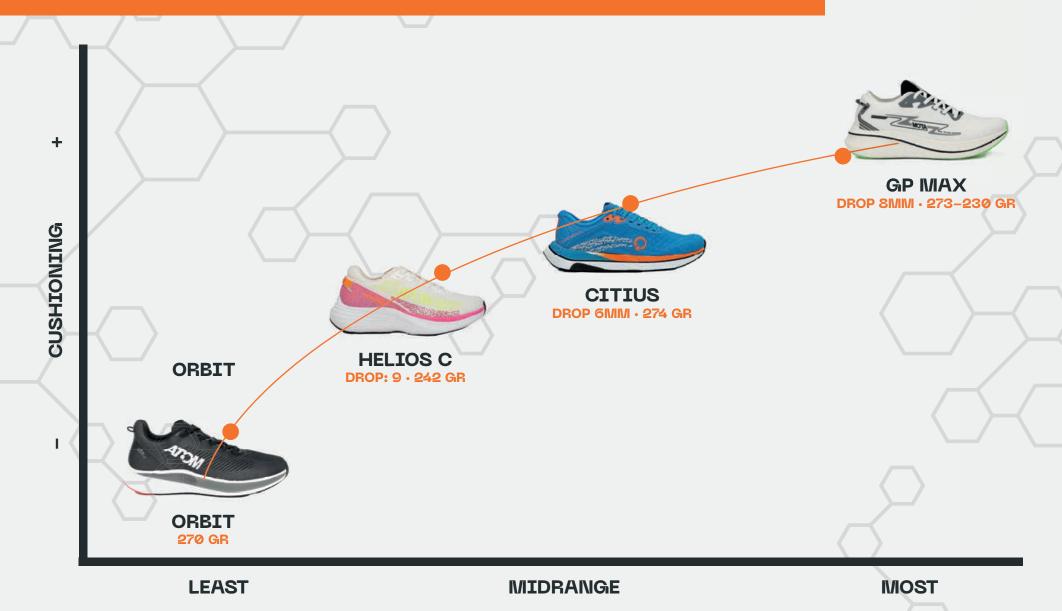




# RUMINIA RUNING



# MATRIXATOM . RUNNING





# GP MAX

EPIC ENERGY.
UNLEASH YOUR FULL POTENTIAL

DROP	•••••	8 mm	Men's Weight	 273 дг.
Material		Knit	Women's Weight	 230 gr.
External profile		51-35 mm		
Inner profile	•••••	35–27 mm		





### KNIT SETTING

### **SOLE**

Material developed in conjunction with **MOUSSE MAX** racing motorcycles technology for increased absorption and propulsion

Thanks to **the soft, elastic tongue** and the new collar design, the shoe is easier to put on and take off and adapts better to the foot.



### **RTPU**

RTPU thermoplastic rubber technology for lighter weight and good grip

### **RUNNING SS25 · MEN**

# GP MAX

Drop: 8 Weight: 273 gr.



AT177 MOUSSE FOAM BLACK



AT177 MOUSSE FOAM SAND



**AT177** MOUSSE FOAM WHITE



AT177 MOUSSE FOAM BLUE



AT177 MOUSSE FOAM AQUA



### RUNNING SS25 · WOMEN

# GP MAX

Drop: 8 Weight: 230 gr.



AT178 MOUSSE FOAM BLACK



AT178 MOUSSE FOAM SALMON



**AT178** MOUSSE FOAM WHITE



AT178 MOUSSE FOAM SKYBLUE



AT178 MOUSSE FOAM AQUA



# CITIUS

REACH YOUR TOP SPEED. WHETHER IT'S TO BEAT YOUR BEST TIME OR TO GET ON THE PODIUM.

DROP		6 mm	Men's Weight	 273 gr.
Material		Textil		
External profile		39–29 mm		
Inner profile	•••••	27-21 mm		



## RUNNING SS25 · WOMEN

# CITIUS

Drop: 6 Weight: 273 gr



AT164 CITIUS RUN OCEAN



AT164 CITIUS RUN ALL BLACK



AT164 CITIUS RUN WHITE BLACK



AT164 CITIUS RUN BLACK WHITE



### RUNNING SS25 | HELIOS C

### **OUTSOLE**



**Low Density In Gravity (LDI)** midsole technology provides ATOM's unique cushioning.



# RUNNING SS25 · WOMEN

# HELIOS C

Drop: 9mm · Weight: 242 gr



AT125 TITAN 3E AQUA



AT125 TITAN 3E GREEN



AT125 TITAN 3E SALMON



AT125 TITAN 3E WHITE-FLUOR





# RUNNING SS25 · MEN ORBIT







AT134 TITAN 3E BLUE



AT134 TITAN 3E GREY



AT134 TITAN 3E BLACK







# URBAN

### **URBANI AT168**

Perfect retro aesthetics. A voluminous silhouette guaranteeing sublime comfort, and adding distinction to a basic, characterless look













AT168 URBAN PRO BLUE



AT168 URBAN PRO OCEAN



AT168 URBAN PRO CAMEL



AT168 URBAN PRO ARMY



AT168 URBAN PRO ICE



AT168 URBAN PRO FOREST



AT168 URBAN PRO BLACK



AT168 URBAN PRO ALL BLACK



# LIFESTYLE SS25 · MEN URBAN

### URBANI AT181

Perfect retro aesthetics. A voluminous silhouette guaranteeing sublime comfort, and adding distinction to a basic, characterless look



AT181 NOBUCK LIGHT



AT181 NOBUCK BROWN



**AT181 NOBUCK FOREST** 



AT181 NOBUCK BLUE



AT181 NOBUCK GREY





# FREE RIDE

### TERRA AT186

With a modern and versatile design, this lifestyle sneaker is the key piece in elevating your look to a stylish and sporty level



**AT186 NOBUCK FOREST** 



AT186 NOBUCK LIGHT



AT186 NOBUCK BLUE



AT186 NOBUCK GREY



AT186 NOBUCK SAND





# LIFESTYLE SS25 · MEN VICTORY



AT162 VICTORY FLOAT BLUE



AT162 VICTORY FLOAT DARK



AT162 VICTORY FLOAT GREY



AT162



**AT162 VICTORY FLOAT FOREST** 



AT162 VICTORY FLOAT MULTI



AT162 VICTORY FLOAT OCEAN



AT162 VICTORY FLOAT SAND





# LIFESTYLE SS25 · WOMEN VICTORY

### **VICTORY AT163**

Whether you're commuting to work, strolling around town or just relaxing at home, Victory provides comfort at all times. Its cushioned sole and breathable materials ensure a lightweight and fresh feel for hours on end



AT463 VICTORY FLOAT WHITE



AT463 VICTORY FLOAT SAND



AT 163 VICTORY FLOAT PURPLE



AT163 VICTORY FLOAT BLACK



AT463 VICTORY FLOAT ALL BLACK



AT163 ICTORY FLOAT ROSE

# VICTORY

### **VICTORY AT184**

Whether you're commuting to work, strolling around town or just relaxing at home, Victory provides comfort at all times. Its cushioned sole and breathable materials ensure a lightweight and fresh feel for hours on end



AT184 CORE BLACK



AT184 CORE GREY



AT184 CORE BLUE



AT184 CORE WHITE



AT184 CORE FOREST



# ACTIVITY

### **ACTIVITY**

With comfort and well-being in mind, this shoe features a removable, antibacterial insole. No more worrying about fatigue or foot discomfort, as this shoe is designed to offer maximum comfort with every step you take. Feel the grip and adherence as you walk thanks to its non-slip sole.



AT126 ACTIVITY BLACK - LACES



AT127 ACTIVITY BLACK - ELASTIC

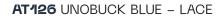




GREY



AT126 NOBUCK GREY - LACE





BLACK

AT126 NOBUCK WHITE BLACK - LACE



# ACTIVITY

### **ACTIVITY**

With comfort and well-being in mind, this shoe features a removable, antibacterial insole. No more worrying about fatigue or foot discomfort, as this shoe is designed to offer maximum comfort with every step you take. Feel the grip and adherence as you walk thanks to its non-slip sole.



AT128 ACTIVITY BLACK - LACES



AT129 ACTIVITY BLACK - ELASTIC



### LIFESTYLE SS25 · WOMEN FUSION 2.0

#### FUSION AT169

A lifestyle sandal that offers exceptional grip. It is the perfect choice for those looking to combine style and functionality in their day to day life.



AT169 FRESH SAND







AT169 FRESH KHAKY



AT169 FRESH ALL BLACK



AT169 FRESH ROSE



AT169 FRESH WHITE



AT169 FRESH BLUE



### FUSION 2.0

#### FUSION AT170

A lifestyle sandal that offers exceptional grip. It is the perfect choice for those looking to combine style and functionality in their day to day life.



AT170 FRESH ALL KHAKY



AT170 FRESH GREY



AT170 FRESH ALL BLACK



AT170 FRESH BLACK



AT170 FRESH SAND



## LIFESTYLE SS25 · WOMEN ENERGY

#### **ENERGY AT182**

Make comfort and performance an essential part of your lifestyle with this sandal! Superior grip allows you to move with confidence and style in any situation



AT182 FRESH BLACK



AT182 FRESH WHITE



AT182 FRESH SAND



AT182 FRESH ALL BLACK



AT182 FRESH GREEN



### LIFESTYLE SS25 · WOMEN **ENERGY**

#### **ENERGY AT183**

Make comfort and performance an essential part of your lifestyle with this sandal! Superior grip allows you to move with confidence and style in any situation



AT183 FRESH BLACK



AT183 FRESH WHITE





AT183 FRESH ALL BLACK



AT183 FRESH GREEN



**AT183** FRESH ORANGE



AT183 FRESH SAND





### ALLIANCE

#### ALLIANCE

Una sandalia que combina a la perfección el confort y la moda, convirtiéndose en un imprescindible para un estilo de vida activo y moderno.



AT188 TERRAIN SAND



AT'188 TERRAIN ALL BLACK



AT188 TERRAIN GREEN



AT188 TERRAIN PURPLE



AT188 TERRAIN WHITE



AT188 TERRAIN MULTI



AT188 TERRAIN AQUA



## ALLIANCE

#### **ALLIANCE AT 187**

A must-have for an active and modern lifestyle, this sandal perfectly combines comfort and fashion



AT187 INFINITY LIGHT



AT187 INFINITY ALL BLACK



AT187 INFINITY BLUE



AT187 INFINITY GREY



**AT187** INFINITY ROSE



## LIFESTYLE SS25 · WOMEN ALLIANCE

#### **ALLIANCE**

A must-have for an active and modern lifestyle, this sandal perfectly combines comfort and fashion



AT189 INFINITY WHITE

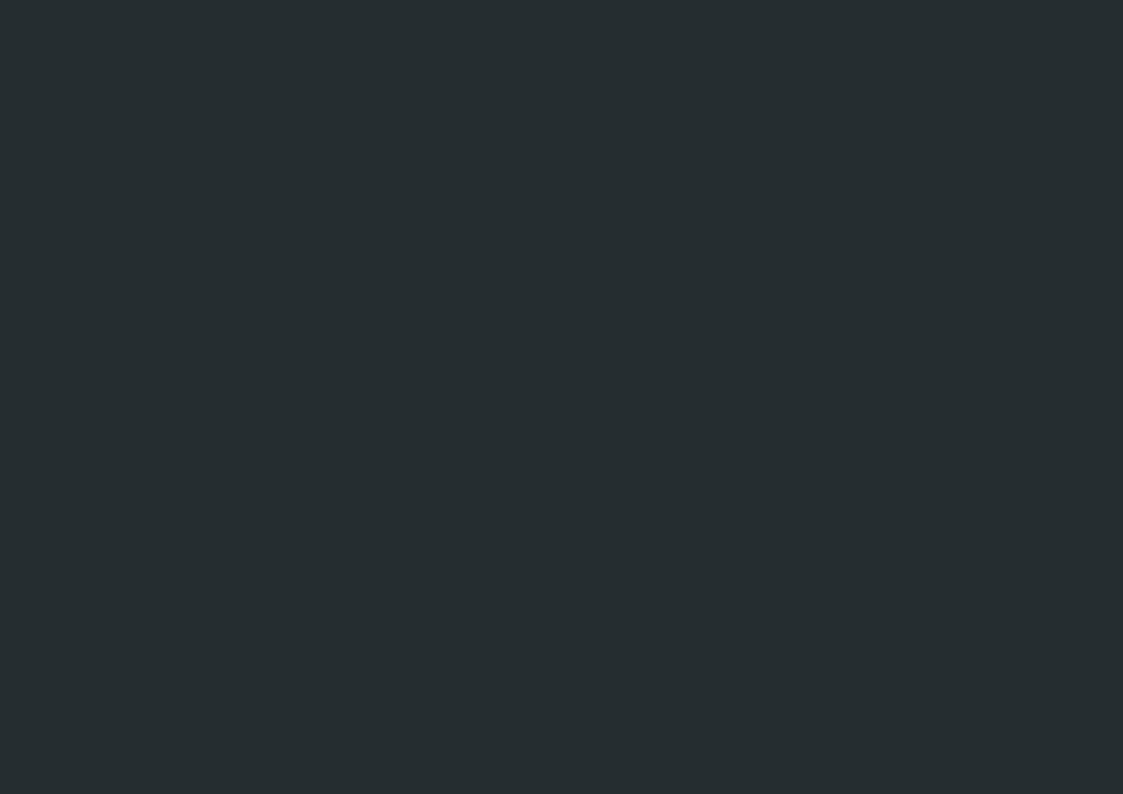


AT189 INFINITY ALL BLACK



AT189 INFINITY SAND





# APPAREL APPAREL

#### SS25 | MEN'S APPAREL



AT145 PULSE T-SHIRT MEN BLUE



AT147 PULSE SHORT RUNNING MEN BLUE



AT146 PULSE T-SHIRT MEN ORANGE



AT148 PULSE RUNNING TIGHTS MEN BLUE



AT149 PULSE WINDBREAKER RUNNIN MEN BLUE

#### SS25 | WOMEN'S APPAREL



AT151 PULSE T-SHIRT WOMAN ORANGE



AT152 PULSE WINDBREAKER RUNNING WOMAN ORANGE



AT150 PULSE SHORT RUNNING WOMEN BLUE



AT153 PULSE RUNNING TIGHTS WOMAN BLUE

#### SS25 | RUNNING SOCKS

#### COMPOSITION

80% Polyamide 6.6 15% Elastomer (lycra®) 5% Elastane

#### 3 SIZES

S (35-38) M (39-42) L (43-46)



CA0013 RUNNING GREY MEN



CA0013 RUNNING SKYBLUE WOMAN

#### **CHARACTERISTICS**

Soft: Yarn winding at low speed and with enzymatic oil, producing an increase in softness.

Extra elastic: Texturized yarn on a single spindle. Dyed under "Muff dyed" process to improve elasticity and shrinkage.

Breathable: Low filament thickness and breathable mesh on the instep.

#### SS25 | TRAIL RUNNING SOCKS

#### COMPOSITION

80% Polyamide 6.6 15% Elastomer (lycra®) 5% Elastane

#### 3 SIZES

S (35-38) M (39-42) L (43-46)



CA0014 TRAIL RUNNING BLUE MEN



CA0014 TRAIL RUNNING ORANGE MEN



CA0014 TRAIL RUNNING GREY MEN & WOMEN

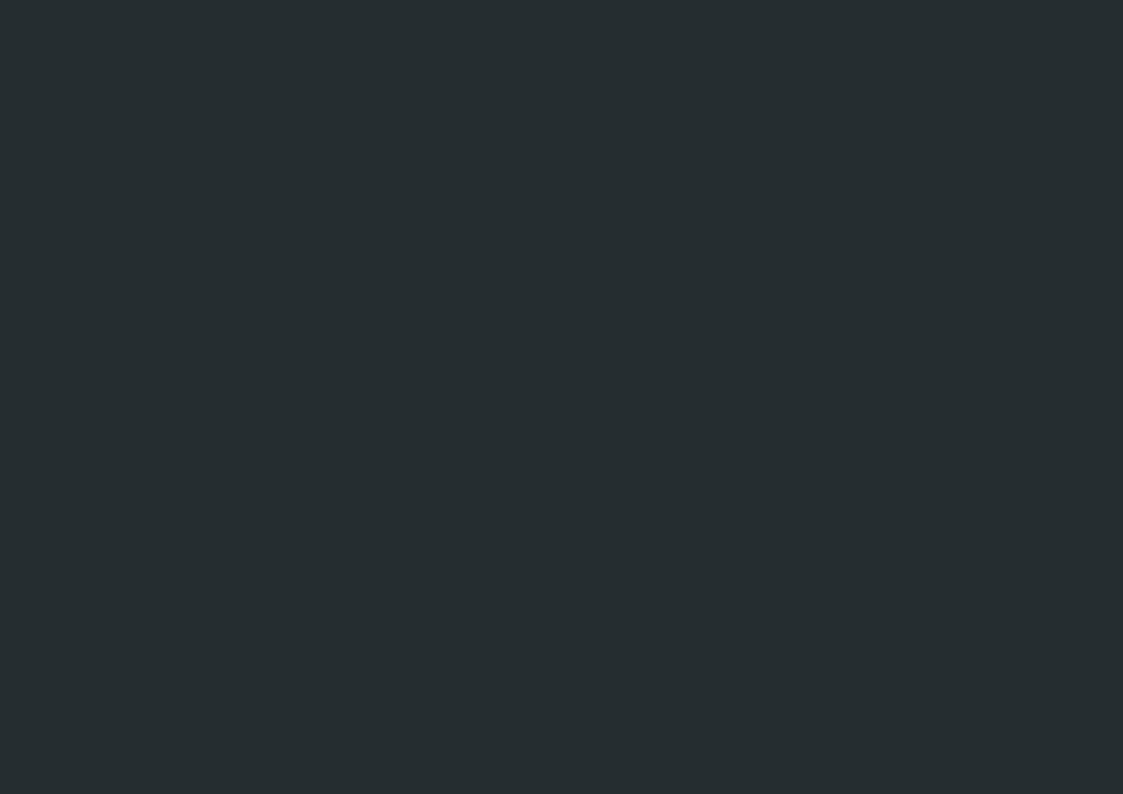
#### **CHARACTERISTICS**

Polyamide terry areas for impact protection.

Soft: Yarn winding at low speed and with enzymatic oil, producing an increase in softness.

Extra elastic: Texturized yarn on a single spindle. Dyed under "Muff dyed" process to improve elasticity and shrinkage.

Breathable: Low filament thickness and breathable mesh on the instep.



# ADVERTISING ADVERTISING

#### ADVERTISING SS25







EX121 DISPLAY ATOM-SPORT



**BANDERAS** 

#### ADVERTISING SS25





EX123 ROLL-UP ATOM-SPORT

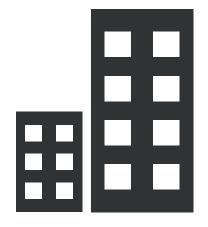
EX123 CUBRE-BALDA ATOMSPORT

# TARGET CONSUMER

### TARGET CONSUMER



YOUNG PEOPLE 25-35 YEARS



LIVE IN URBAN AREAS



INTERESTED IN FASHION



INTERESTED IN
OUTDOOR SPORTS

# KEY PRODUCT KEY PRODUCT

### **KEY PRODUCT**

#### TRAIL RUNNING



















#### **LIFESTYLE**





# GAME PLANI GAME PLANI

### GAME PLAN

**FEB** MAR APR JUN AUG JAN MAY JUL **GP MAX** SHIPMENT OF STREAMING - VIDEO ADS - INFLUENCERS - IN-STORE PROMOTION - SPECIALIST **RUNNING** CHANNELS WEB GOODS TO PRESENTATION **CUSTOMERS TERRA MAX** SHIPMENT OF WEB SALES GOODS TO PRESENTATION TRAIL RUNNING CHANNELS CUSTOMERS **TERRA 2.0 URBANI • TERRA FREE RIDE** SHIPMENT OF WEB GOODS TO **PRESENTATION** CUSTOMERS

#### PROMOTION WITH SPECIALIST

\* PRODUCT TEST

\* FOOTBRIDGE SLOPES

\* COLLABORATION WITH PRODUCT IN EVENTS

\* PAIR OF SOCKS (SPECIFIC OFFER)

# ACTION PLAN ACTION PLAN









#### **BRAND ACTIVATION**

Brand activation with clients and careers to provide a unique experience to our consumers.

#### **BRAND AMBASSADORS**

A network of more than 50 brand ambassadors/ influencers that help us to flood the networks and be present in the top of mind of our consumers.

#### MIEDIA PRESENICE

Agreements with the most relevant media in the sector to communicate our product and connect

#### **SUPPORT LOCAL HEROES**

Omnichannel support to our customers to elevate ATOM's product at the point of sale.

#### **INTERNATIONAL FAIRS**

We attended the three fairs par excellence

**FRANCE** 





**GERMANY** 



**EEUU** 



## ATOMISASA TRAIL XTREM





Atom Isasa Trail Xtrem was born with the aim of making known unknown and spectacular routes of Arnedo. The whole organization wanted to transfer its passion for trail running to this event.



# ATOM TEAM ATOM TEAM



**IVÁN** ÁLVAREZ GARCÍA



AITOR PULGARÍN ARRIBAS



ROCIO BAJO



**LUCIANA**ALVES BATISTA



DANIEL REY RUBIO



**CLARA**PUENTE



**JORGE** REZA FERNÁNDEZ



JOSEBA RAMOS

