

## **SOLE BROTHERS: PUMA vs. ADIDAS SALOMAN**

I would like to start with the similarities between the companies. Both companies, Puma and Adidas were founded by one of the Dassler brothers, Puma by Rudolf and Adidas by Adi. Both companies also produce similar products- shoes and more recently clothes and other sport equipment. Contrary to Puma, which was established in 1948, Adidas was founded in 1920. Both companies went public quite late and on the same stock exchange- Frankfurt stock exchange. Contrary to Puma, who also floated on the Munich stock exchange, Adidas went public also on Paris stock exchange. Puma became a corporation and went public in 1986, whereas Adidas floated the company in 1995. Similar are also the sports in which both companies are involved. These are: athletics, tennis, running, basketball and football. But one could say that today Puma is oriented more on fashion-conscious people and Adidas is more present in “the real sport world”. Many famous personalities from different sports have endorsed both companies’ products. For instance, Martina Navratilova and Boris Becker wore Puma and Mohammed Ali, Franz Beckenbauer, David Beckham and Maurice Green wore Adidas. Contrary to Puma, who is still “independent”, Adidas joined with Saloman Group in 1997, so the company’s new name became Adidas Saloman. Both companies, Adidas and Puma are continuing to expand worldwide by opening more of their own stores.