



 **Joma**
FOOTBALL

Spring/Summer 2026



PROPULSION

HISTORY

The turning point in the company's growth was marked by the introduction of color in football. Fructuoso López launched the first colored boots in the nineties. They stopped being black to be dyed in other colors and forever revolutionize the playing field.

"IN 1965 I FOUNDED JOMA WITH THE COMMITMENT TO DEVOTE ALL MY EFFORT, TIME, AND LOVE TO THE COMPANY. 60 YEARS LATER, THAT IS EXACTLY WHAT WE DO."

D. FRUCTUOSO LÓPEZ



1965

Joma was born in 1965, founded by a young entrepreneur from Portillo de Toledo. In 1969, the first assembly line was established in Fuensalida with 20 employees.



1983

Joma faces the challenge of globalization. Attends the ISPO in Munich for the first time, the most important European fair in the sports sector.



2000

Joma's product distribution expands to more than 120 countries. This makes it the leading Spanish sports brand and enters the top 10 worldwide. It also begins the opening of its own stores and corners.



2016

Joma enters the Rio 2016 Olympics dressing 10% of the athletes, including 18 federations, the COE, and 8 other committees. It already has 10 subsidiaries in Spain, Italy, the United States, the United Kingdom, Germany, Mexico, Norway, Denmark, China, and Russia, with an annual growth of 20%. This same year, it reaches 4 million references between footwear and textiles.



2017

Joma implements new robotic machinery in its international logistics warehouse with the aim of streamlining work, from product storage to package preparation for shipment worldwide. It manages to deliver 87% of sales ahead of schedule, reducing the margin of error to 1%.



2020

Joma researches and develops to ensure that all its technologies are proprietary, constantly innovating to enhance performance and durability. Quality is its essence and the foundation of every product.



2021

At the Tokyo 2020 Olympic Games, Joma outfits more than 1,500 athletes from 12 countries, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.



1996

Joma launches in 1996 the famous campaign "COLOR IN FOOTBALL". Revolutionizes the global market for football boots. Alfonso wears white boots, Morientes surprises with red ones.



SCAN ME



TO KNOW MORE



2025

The brand undergoes a new international expansion and expands its sales to over 140 countries thanks to its strategy to enhance brand image and its growing investment in R&D.

During the Paris 2024 Olympic Games, it sets a record for presence by outfitting 15% of athletes and becomes the Spanish brand with the highest representation in the world.



2023

The largest store expansion in its history. The Brand Store concept drives a strong national and international presence, with renewed interior design and optimized spaces.

HISTORY

Joma Football



Joma sponsors **Emilio Butragueño** (Real Madrid) and **Txiqi Beguiristáin** (F.C. Barcelona).



Villarreal CF is crowned champion of the **2021 UEFA Europa League** and plays its first UEFA Supercup, sponsored by Joma.

Joma strengthens its presence on the global football stage with top-tier club partnerships and high-performance boots. Trusted by professionals, Joma blends innovation, comfort, and precision—built for the demands of the modern game.

1988

1996-1998

2021

2025

1987

Joma develops the new footwear suspension system CPC (Control Press Chamber) and presents it in a new line of football boots. Joma signs the first two sponsorship contracts with **Martín Vázquez** (Real Madrid) and **Francisco** (Sevilla F.C.).

1992

Joma becomes the **sales leader** in football boots. At the 1992 Barcelona Olympic Games, Alfonso wins the **Gold Medal** with Spain.

2002-2006

The Costa Rica National Team participates in the **2002 Korea and Japan World Cup**. **Deportivo de la Coruña** wins the **Copa del Rey**. Both sponsored by Joma. The Joma **Sevilla F.C.** team is named **Best Team in the World** by the IFFHS after winning 2 UEFA Cups, 1 Spanish Super Cup, 1 European Super Cup, and 1 Copa del Rey. **Kanouté** signs his sponsorship with Joma.

2024

Atalanta Bergamo is crowned champion of the **2024 UEFA Europa League** and plays its first UEFA Supercup, sponsored by Joma. The Joma teams of Romania and Ukraine compete in **EURO 2024**.



Joma
PLAYERS



MARTA
TORREJÓN

SERGIO
GONZÁLEZ

EDGAR
BADÍA

JOEL
ROBLES



YOEL
RODRÍGUEZ

MARTÍN
PASCUAL

FLORIN
NITĂ

ALLAM
NYOM



ANTONIO
CASAS

SALVI
CARRASCO

BEBE

SPONSOR

Joma Football

Joma
TEAMS



VILLAREAL CF
(SPAIN)



GETAFE CF
(SPAIN)



CD LEGANÉS
(SPAIN)



TORINO FC
(ITALY)



HELLAS VERONA FC
(ITALY)



BRENTFORD FC
(ENGLAND)



NORWICH
(ENGLAND)



SWANSEA CITY
(WALES)



HIBERNIAN
(SCOTLAND)



LORIENT FC
(FRANCE)



RSC ANDERLECHT
(BELGIUM)



HOFFENHEIM
(GERMANY)



TSV 1860 MUNICH
(GERMANY)



HNK RIJEKA
(CROATIA)



GIL VICENTE FC
(PORTUGAL)



PORTUGUESA
(BRAZIL)



ATLANTE FC
(MEXICO)



FC JUÁREZ
(MEXICO)



AL-RAYYAN
(QATAR)



ROMANIA



HONDURAS



TRABZONSPOR
(TURKEY)

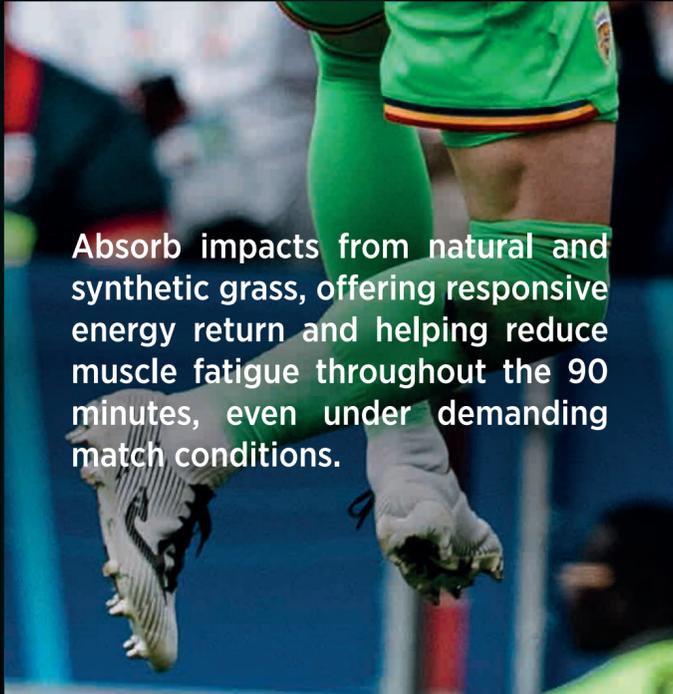
FOOTBALL FOOTWEAR

Premium Range



TECHNOLOGY

Tested by professionals



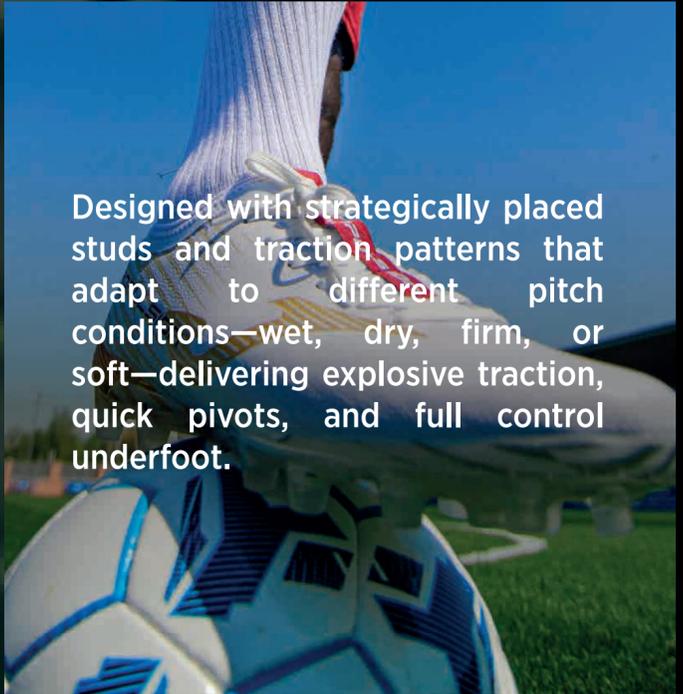
Absorb impacts from natural and synthetic grass, offering responsive energy return and helping reduce muscle fatigue throughout the 90 minutes, even under demanding match conditions.



Ensure a secure, custom-like lockdown that keeps the foot stable during sudden changes of direction and explosive accelerations, enhancing performance with every movement.



Maximize speed and ball contact by reducing weight and friction points. The upper molds to the foot for a natural, distraction-free fit, ideal for players who rely on agility and precision.



Designed with strategically placed studs and traction patterns that adapt to different pitch conditions—wet, dry, firm, or soft—delivering explosive traction, quick pivots, and full control underfoot.

SCAN ME



TO LEARN MORE

Joma's football boots are designed for professionals who demand precision, speed, and resilience. Developed in the Joma Lab and tested on elite pitches, every pair is engineered to adapt to the rhythm of the modern game. Because in football, every touch counts and so does every technology.

 **Joma Lab**

COMPARATIVE CHART

Football Soles



ARTIFICIAL TURF

These soles have shorter and numerous studs, strategically distributed to maximize traction on synthetic surfaces. They are designed to prevent foot overheating and rubber buildup, while their distribution ensures greater stability and less premature wear on artificial turf fields.



FIRM GROUND (FG)

They have shorter studs made of a rigid material, strategically distributed to provide traction on dry or hard fields. The studs are designed to offer a good balance between stability and mobility, preventing the foot from sinking too much into the ground while ensuring excellent grip on compact surfaces.



SOFT GROUND (SG)

These soles are equipped with more prominent studs. These studs are strategically positioned to offer optimal grip on soft or muddy terrains, as well as to avoid mud collapse. The additional length allows for deeper penetration into the ground, ensuring traction and stability.

STRIKER CUP

Antonio Casas / Striker Cup
Córdoba FC Player



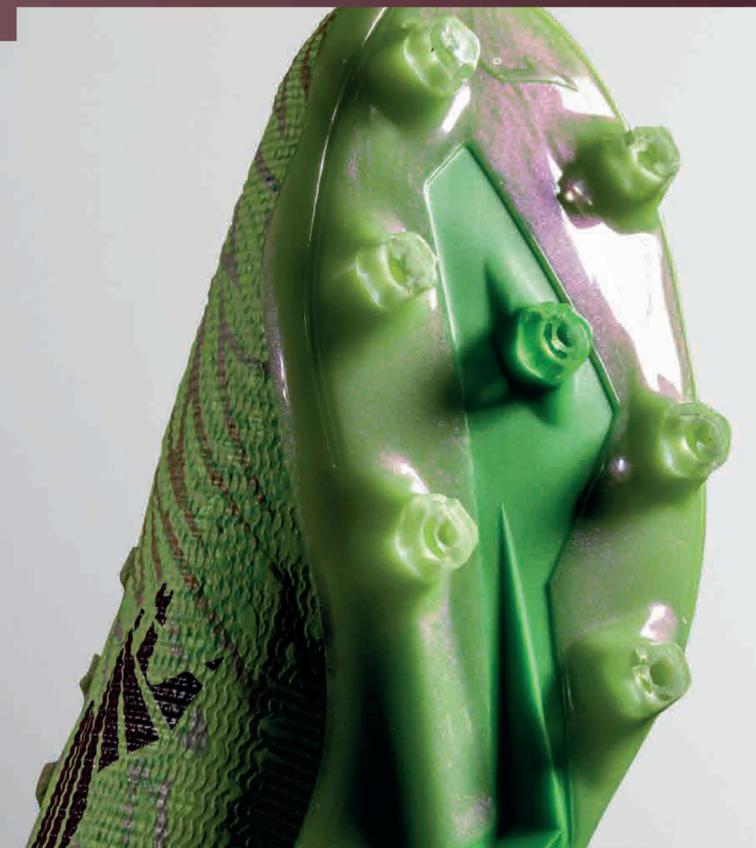
Created for explosive players in competitive environments. Lightweight, water-repellent, and built to maintain grip and control in any conditions.

EXO
COUNTER

water repellent

SOCK
SYSTEM

The **Sock System** enhances ankle support and fit, while the **Durability** structure ensures resistance to wear. **Water-repellent** finish keeps performance sharp in wet conditions.



STRIKER CUP

Color Range



SCUS2601AG



SCUS2612FG



SCUS2611AG



SCUS2602FG

STRIKER

Marta Torrejón / Striker
FC Barcelona Captain



Designed for competitive footballers, this boot delivers precision and comfort in demanding match conditions. Its lightweight, seamless structure ensures a snug fit and excellent ball control, even on wet or fast-paced pitches.

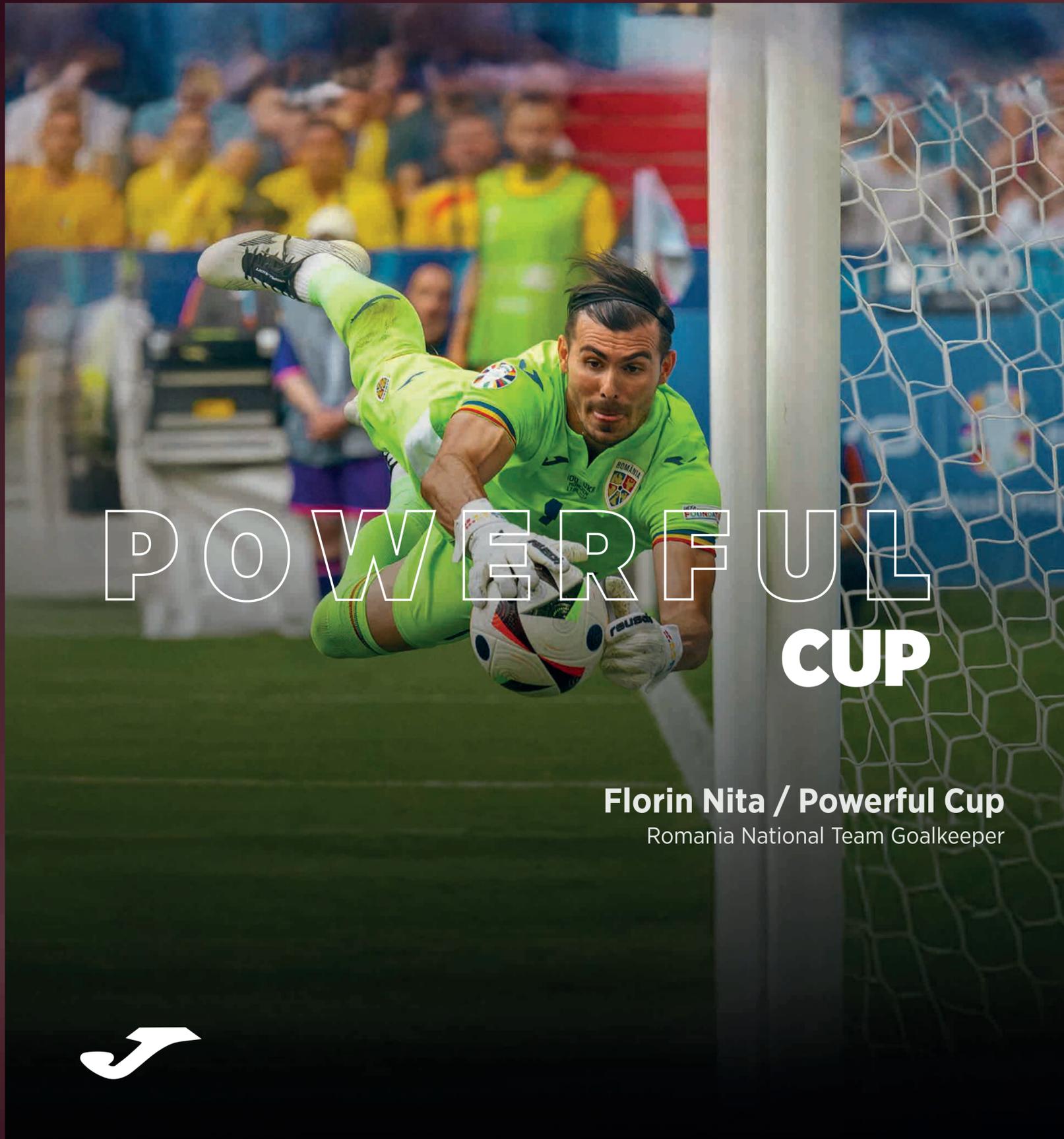
EXO
COUNTER

water repellent

SOCK
SYSTEM

The **Sock System** enhances ankle support and fit, while the **Durability** structure ensures resistance to wear. **Water-repellent** finish keeps performance sharp in wet conditions.





POWERFUL CUP

Florin Nita / Powerful Cup
Romania National Team Goalkeeper



Designed for professional play, this boot delivers stability, comfort, and precision under pressure. Lightweight and water-repellent for top performance in all conditions.

EXO COUNTER

water repellent

SOCK SYSTEM

One Piece construction ensures seamless fit and contact. **Sock System** adds ankle support, while **Durability** and **Water-repellent** treatment maximize resistance and control.





ÁGUILA CUP

Alam Nyom / Águila Cup
Getafe CF Player



Crafted for competitive players who demand classic touch with modern performance. Lightweight, water-repellent, and built for stability on natural grass.

ONE
piece

EXO
COUNTER

water repellent



One Piece construction ensures seamless fit and contact. **Durability** and **Water-repellent** treatment maximize resistance and control.

AGUILA CUP

Color Range



ACUS2602AG



ACUS2603AG



ACUS2606AG



ACUS2609AG

FG



AG



ACUS2601FG



ACUS2605FG



ACUS2608FG



ACUS2617FG

SCORE

Sergio González / Score
CD Leganés Captain



Built for players who demand precision and agility in competition. Lightweight, water-repellent, and stable across all pitch conditions.

ONE
piece

DURABILITY

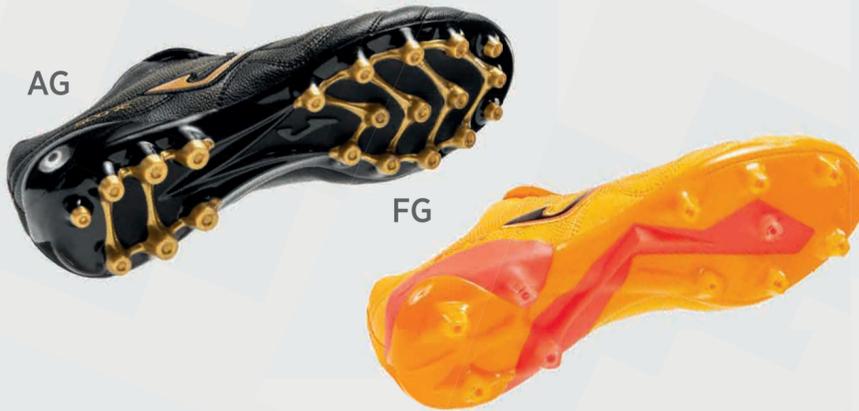
EXO
COUNTER

One Piece construction ensures seamless fit and contact. **Durability** and **VTS** maximize resistance and control.



SCORE

Color Range



SCOS2601AG



SCOS2603AG



SCOS2607AG



SCOS2602FG



SCOS2604FG



SCOS2628FG

FOOTBALL FOOTWEAR

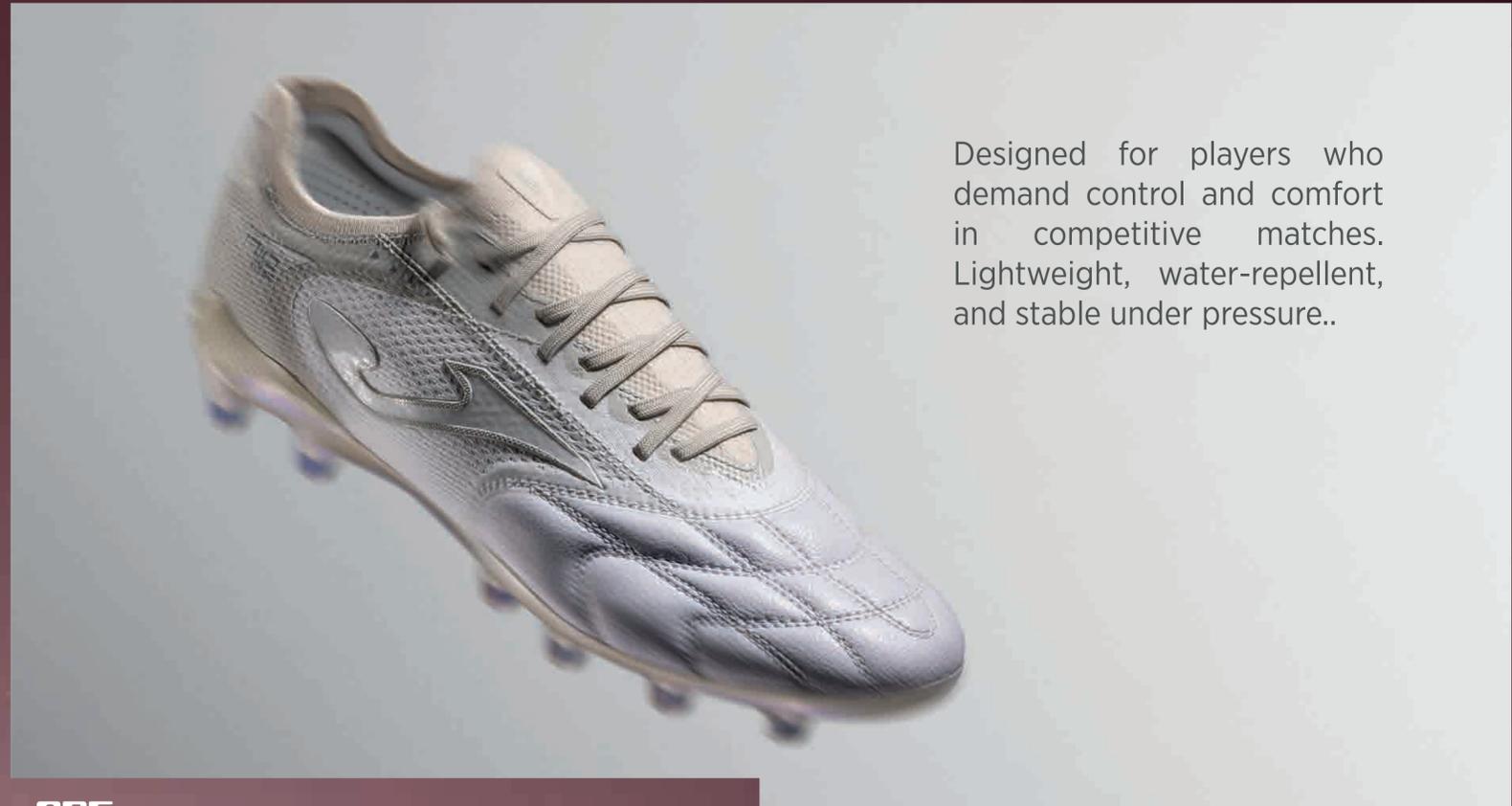
High Range





N-10 CUP

Salvi Carrasco / N-10 Cup
CD Tenerife Goalkeeper



Designed for players who demand control and comfort in competitive matches. Lightweight, water-repellent, and stable under pressure..

ONE
piece

EXO
COUNTER

water repellent



The seamless One Piece upper enhances fit and striking precision. Reinforced with Durability and a water-repellent finish for lasting performance.



POWERFUL

Bebé / Powerful
UD Ibiza Player

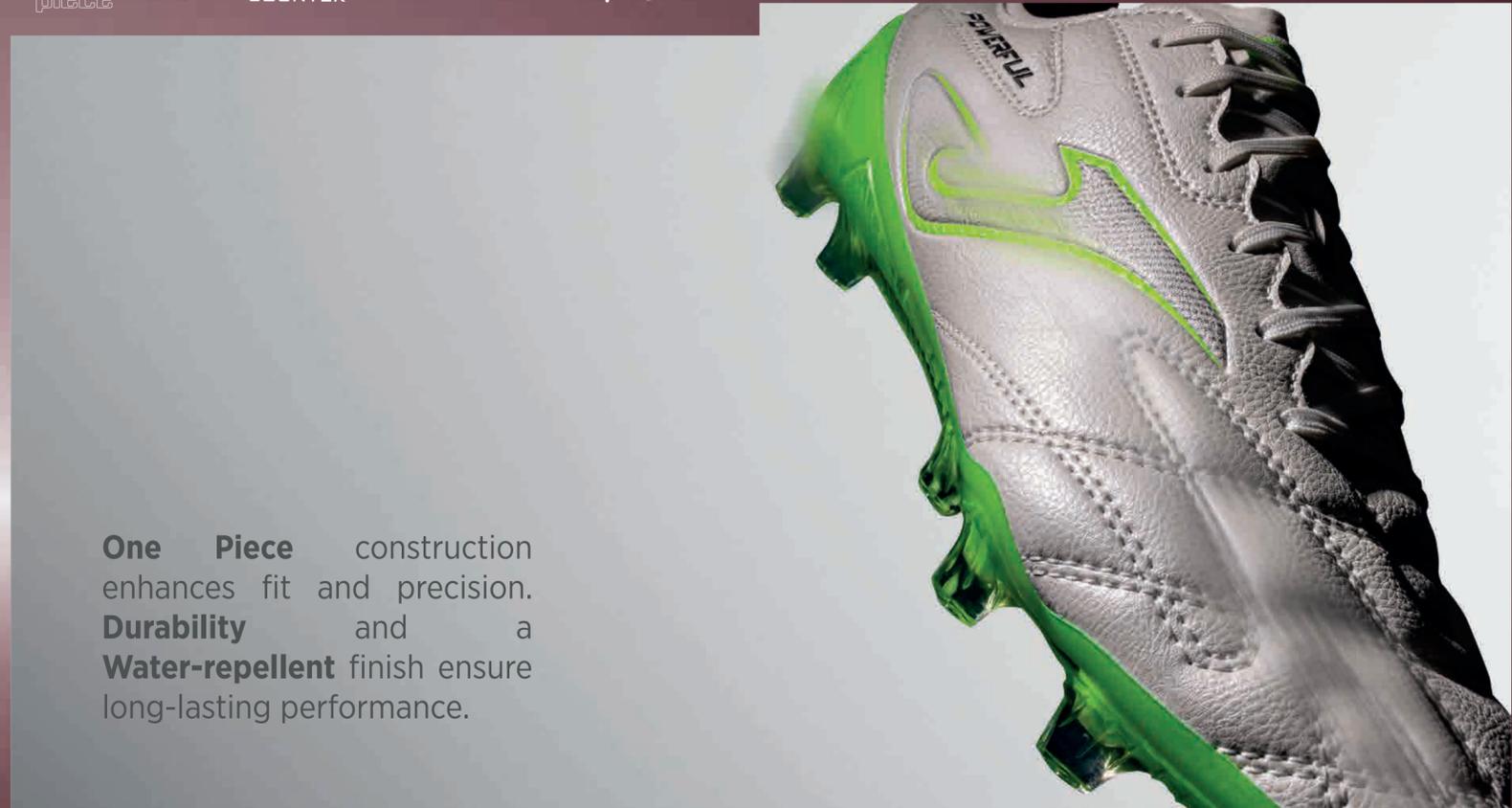


Designed for powerful, high-impact play in competition. Reinforced, water-repellent, and built for stability and control in all conditions..

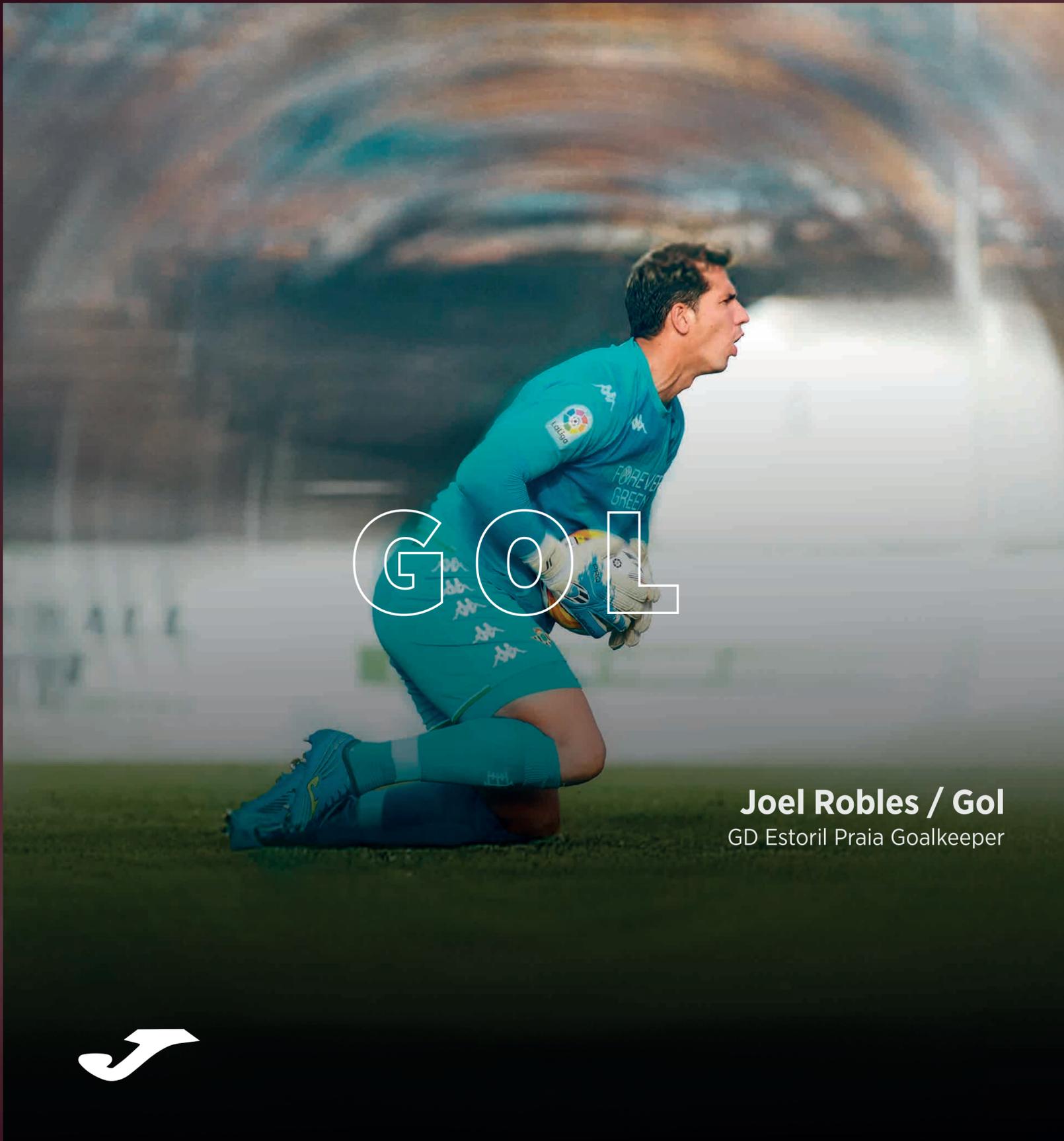
ONE
piece

EXO
COUNTER

water repellent



One Piece construction enhances fit and precision. **Durability** and a **Water-repellent** finish ensure long-lasting performance.



Joel Robles / Gol
GD Estoril Praia Goalkeeper



Tailored for goalkeepers who need responsiveness and grip in competition. Lightweight, water-repellent, and built for fast-footed control under pressure.

EXO
COUNTER

water repellent

SOCK
SYSTEM

One Piece construction ensures seamless fit and contact. **Sock System** adds ankle support, while **Durability** and **Water-repellent** treatment maximize resistance and control.





Edgar Badía / Toledo
CD Tenerife Goalkeeper



Designed for demanding players who need precision and support in competition. **Lightweight**, water-repellent, and built for control in all conditions.

ONE
piece

DURABILITY

EXO
COUNTER



One Piece construction enhances fit and strike accuracy. **Durability** and **VTS** ensure resistance and breathability.

ÁGUILA

Yoel Rodríguez / Águila
Racing Club de Ferrol Goalkeeper



Ideal for goalkeepers who value control and confidence in every action. Built to handle intense match demands.

ONE
piece

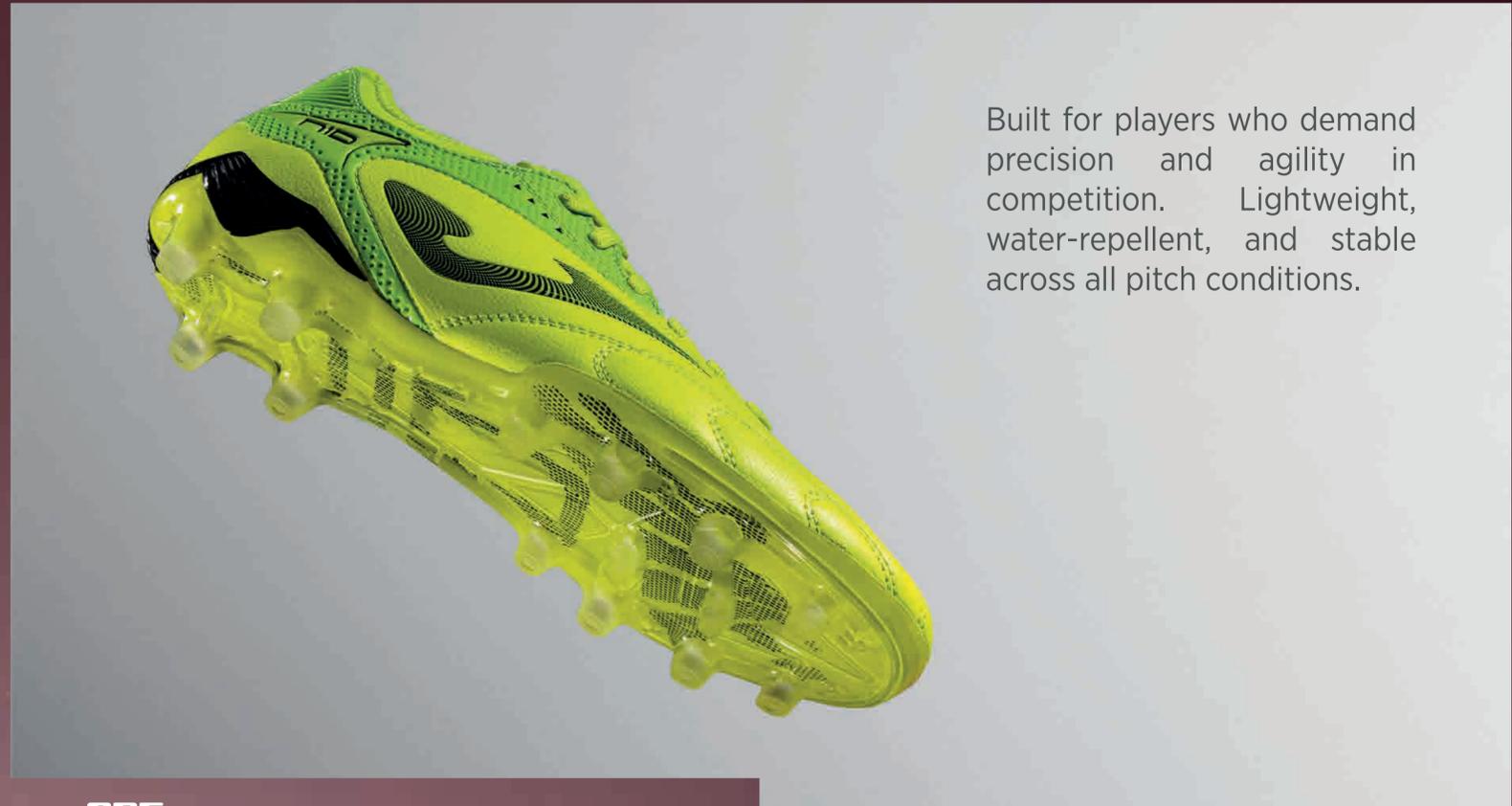
DURABILITY

EXO
COUNTER

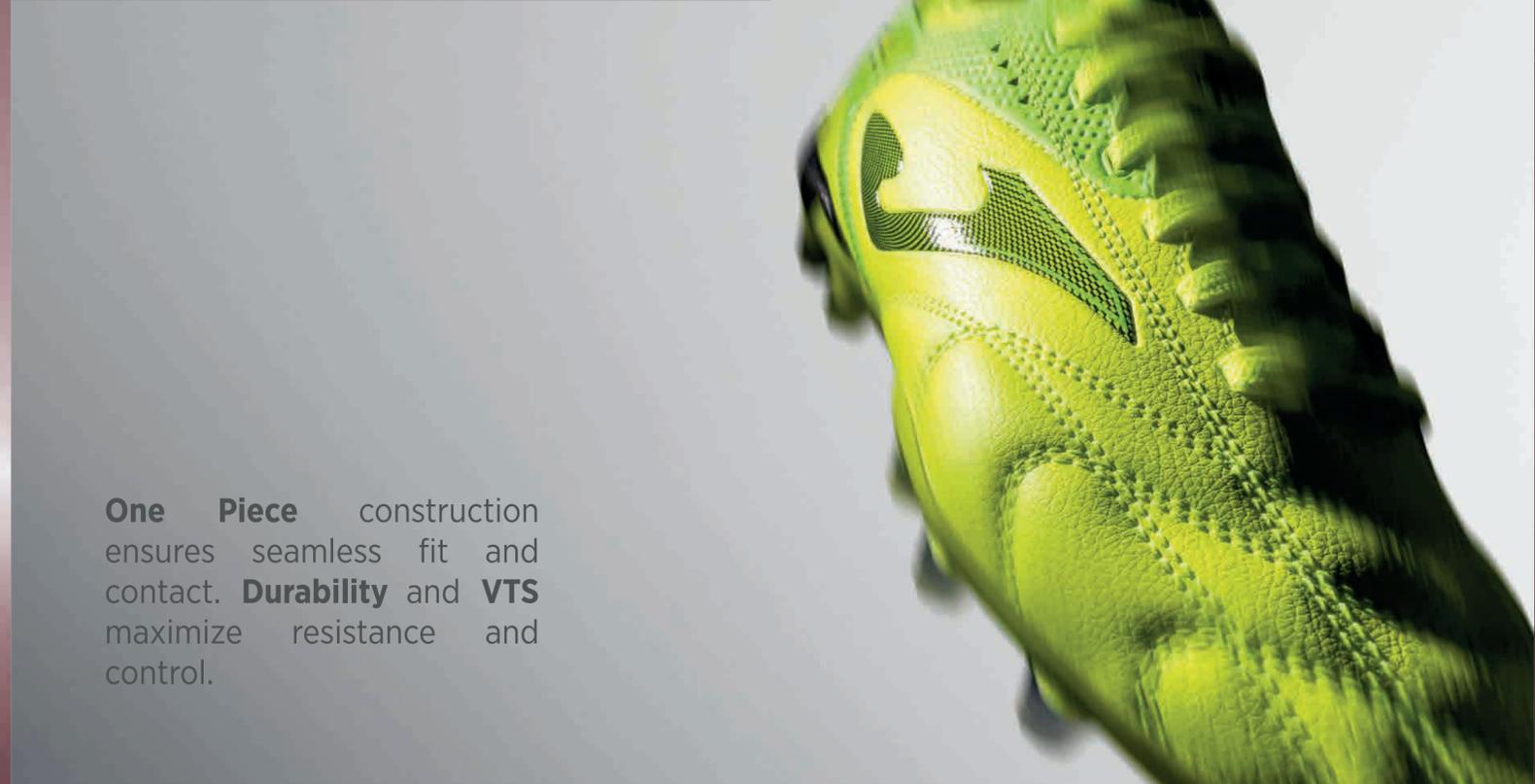


One Piece construction enhances fit and strike accuracy. **Durability** and **VTS** ensure resistance and breathability.





Built for players who demand precision and agility in competition. Lightweight, water-repellent, and stable across all pitch conditions.



One Piece construction ensures seamless fit and contact. **Durability** and **VTS** maximize resistance and control.

TEXTILE

Football Textile



MATCH KIT

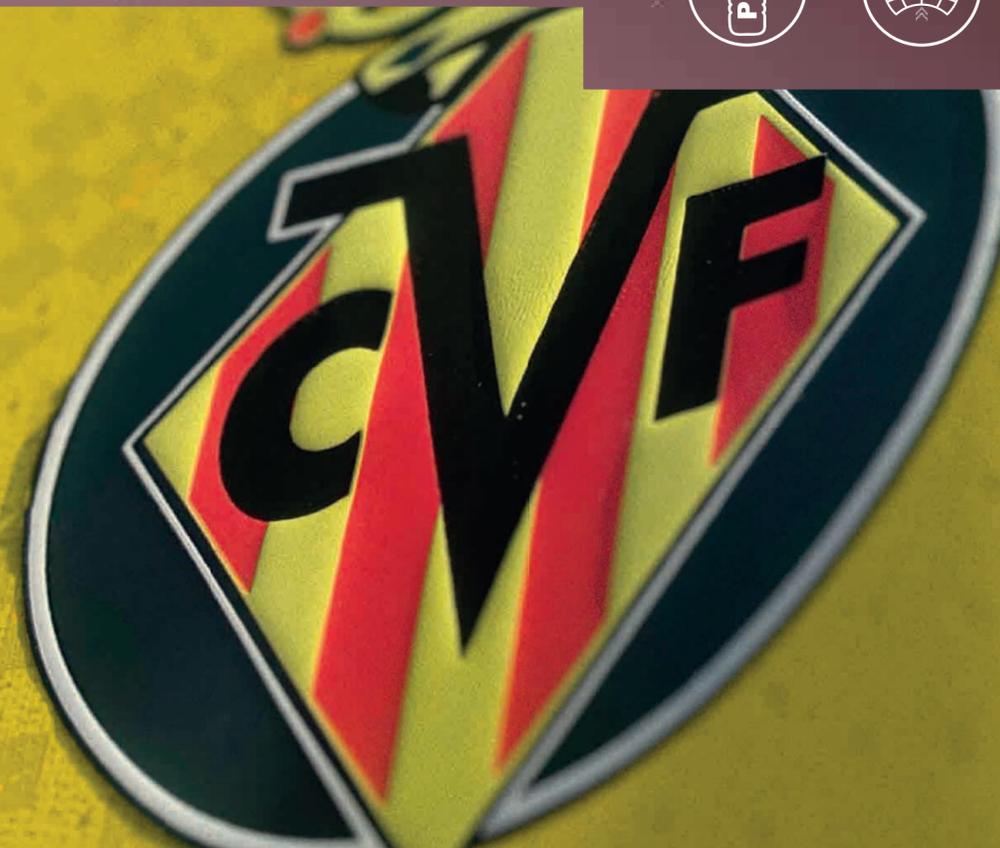
Official Game T-Shirt

100% Recycled Polyester

Joma's technical kits are designed for high-performance play, combining advanced materials with a sustainable vision.

Made with recycled polyester, they offer exceptional lightness, breathability through the **Micro-Mesh System**, and full freedom of movement thanks to their elastic structure, making them ideal for intense training and elite-level competition.

Innovation you can wear, performance you can feel.







joma-sport.com