

# TRAIL





# Joma

**FRUCTUOSO LÓPEZ** starts manufacturing footwear with just 8 employees.

1965



Joma faces the challenge of globalization and attends the **ISPO** in Munich for the first time, the most important European trade fair in the sports industry.

1983



Joma launches the "**COLOR IN FOOTBALL**" campaign and revolutionizes the global football boot market.

Alfonso sports the white boots, while Morientes surprises with the red ones.

1996



Joma enters the Rio Olympics outfitting 10% of the athletes. The Spanish Olympic Committee (**COE**) and eight other Olympic committees choose Joma as their apparel provider that year.

2016



1969

In 1965, **JOMA** is founded, and in 1969, the first assembly line with 20 employees is established in Fuensalida.



1992

Joma becomes the leader in football boot sales. Fermin Cacho secures the **OLYMPIC GOLD** in the 1,500 meters at the Barcelona Games. In these Olympics, Alfonso earns the Gold medal with the Football National Team.



1999

The U.S. subsidiary is established in San Diego, named **JOMA USA INC.**



2024

As of today, Joma consists of nine subsidiaries, with notable presence in Italy, the United States, the United Kingdom, Germany, Brazil, and China. The brand has commercial presence in over **120 countries** and experiences an annual growth rate of 20%.

In the 2020 Tokyo Olympics, Joma has provided attire for over **1,500 ATHLETES** from **12 NATIONAL COMMITTEES**, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.

# NUUESTRA HISTORIA



# EXERCISE YOUR FREEDOM

The image of athletes has always been Joma's best endorsement. Therefore, in the upcoming Olympic Games in Paris, the brand will outfit 8 national committees, including the Spanish Olympic Committee (COE). In the world's most significant sports event, the brand will also be represented by 18 federations across different disciplines, such as the Royal Federation of Athletics, the Handball Federation, or the Spanish Rugby Federation, among many others at the international level.

In football, Joma sponsors over 300 professional football teams, including Atalanta BC, Villarreal CF, ACF Swansea, Le Havre Athletic Club, RSC Anderlecht, TSG Hoffenheim, etc. They also sponsor national teams like Ukraine and Romania, among others. Thanks to these sponsorships, Joma is present in all major football leagues worldwide, international competitions, and the World Cup.

Joma is the leading Spanish futsal brand and ranks among the top ten brands globally. This position is supported by the trust placed in the brand by major international teams they currently sponsor, such as Carlos Barbosa in Brazil (the country's only five-time champion), Acqua & Sapone in Italy, Almaty in Kazakhstan, ElPozo Murcia Costa Cálida FS, and InterMovistar in Spain, among others. They also sponsor national teams from Kazakhstan, Romania, Ukraine, and Spain. The sponsorship of the Royal Spanish Futsal Federation and the official ball of the RFEF Futsal First Division, the Top Five Pentaforce, has elevated Joma's profile in international futsal. Hundreds of professional players test their products, making Joma futsal shoes recognized in the market for their quality and the use of the latest industry technology. Players like Pola, Bebe, Elissandro, Umberto, Gadeia, Guitta are part of the #JomaTeam. Additionally, they sponsor some of the world's best players, including **Ferrão**, **Pito**, and **Amandinha**.

All of this makes Joma the leading brand in the Spanish market and the third worldwide. This success is thanks to the efforts and support of thousands of professional athletes and fans who increasingly trust our brand every day. Joma will continue to work towards growth in the national and international sports market, focusing on innovation, technology, quality, design, and competitive prices.

# SPONSOR





# Joma

TRAIL





Joma  
TECH

Joma Sport's business model is grounded in design, technological innovation, and the commitment to providing its customers with high-quality products at the best prices. Therefore, dedication to technology is essential.

Joma Sport invests over €45,000 per day in enhancing its products and implementing new systems and technologies.

REACTIVEBALL

FORM:REACTIVE

FLY:REACTIVE

DUAL:REACTIVE

JOMA SPORTECH

STABILIS

FLEX)

DURABILITY

PROTECTION

Lace  
POCKET

FLEXSHIELD



# TECHNOLOGY

# TR-5



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FLY:REACTIVE

REACTIVITY

**DURABILITY**

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# TR-5



**NEW MODEL**

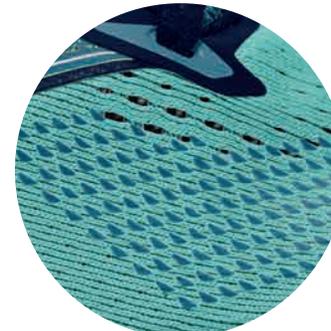
Trail running shoes. New model with enhanced sole for superior stability and grip. Its high level of responsiveness and cushioning maximizes performance. Recommended for maintaining a moderate running pace.

Upper constructed with breathable mesh accompanied by small **VTS** perforations, which help evacuate sweat and regulate foot temperature. The thermosealed adjustment system **JOMA SPORTECH** reduces weight and comfortably secures the foot.

Thermosealed **PROTECTION** reinforcement on the toe for added protection and durability.

Midsole with 5mm drop crafted with **FLY REACTIVE** technology, which absorbs every impact and quickly regains its shape to propel the trail runner forward.

**DURABILITY** rubber outsole resistant to abrasion, with dual-directional lugs that optimize grip on terrain during ascents and descents.



**PACE:** MODERATE **DROP:** 5mm **LUG:** 4mm **WEIGHT:** 296g **RUNNER'S WEIGHT:** MEDIO **USAGE:** MIXED **TERRAIN:** MODERATE

TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-5



**TKTR5S2507**



**TKTR5S2517**



TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-6



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FLY:REACTIVE  
REACTIVITY

CARBON  
PLATE  
REACTIVITY

DURABILITY

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# TR-6

**3°PLACE** ULTRA TRANSGRANCANARIA 2024 (126KM)  
**3°PLACE** TRANSGRANCANARIA MARATHON 2024 (46KM)  
**1°PLACE** REVENTÓN EL PASO MARATHON 2024 (42KM)



Trail running shoes. Introducing one of Joma's new models designed for competition and maximum performance in trail running. Engineered for running on forest trails at super-fast speeds thanks to the **CARBON PLATE** carbon fiber plate.

The upper is crafted with breathable mesh, finished with custom Jacquard and **VTS** perforations for sweat ventilation. The thermosealed adjustment system **JOMA SPORTECH** molds the shoes to the foot while maintaining lightweight construction.

Thermosealed **PROTECTION** reinforcement on the toe prevents external impacts and keeps debris out.

The midsole is highly reactive with an 8mm drop, made with **FLY REACTIVE** material. This absorbs impacts and propels the trail runner forward. Combined with the carbon plate, they maximize reactivity and energy efficiency.

The **DURABILITY** rubber outsole with lug structure ensures grip on technical and uneven terrain, providing control over movements.

**PACE:** FAST **DROP:** 8mm **LUG:** 4mm **WEIGHT:** 267g **RUNNER'S WEIGHT:** LIGHT **USAGE:** COMPETITION **TERRAIN:** MODERATE



TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-6



IONEL CRISTIAN  
MANOLE



INÉS  
ASTRAIN



TIAGO  
VIEIRA



TKTR6S2507



TKTR6S2517



TESTED BY PROFESSIONAL TRAIL RUNNERS

INES ASTRAIN | PROFESSIONAL  
TRAIL RUNNER

**Joma**  
TRAIL

**TR-6**



# TR-7



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FLY:REACTIVE

REACTIVITY

DUAL:REACTIVE

REACTIVITY

DURABILITY

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# TR-7

2<sup>o</sup>PLACE ULTRA TRANSGRANCANARIA 2024 (126KM)



Trail running shoes. Specially developed for competition, the TR-7 allows reaching maximum performance on forest trails thanks to its high performance. Recommended for fast trail runners, they provide exceptional propulsion.

The upper is primarily crafted with breathable mesh finished in custom Jacquard, accompanied by the thermosealed adjustment system **JOMA SPORTECH**, which adds minimal weight to the shoes. Micro-perforations **VTS** ensure proper sweat ventilation.

Thermosealed **PROTECTION** reinforcement on the toe and sides protect against external impacts and prevent sand from entering while running.

The **DUAL REACTIVE** midsole is highly reactive with an 8mm drop. The rear part is made of **FLY REACTIVE**, a lightweight material that absorbs impacts and quickly regains its shape. The front part is made of phylon.

The **DURABILITY** rubber outsole with grip lug structure is suitable for terrain with medium to technical difficulty, ensuring control over movements.



**PACE:** FAST **DROP:** 8mm **LUG:** 4mm **WEIGHT:** 260g **RUNNER'S WEIGHT:** LIGHT-MODERATE **USAGE:** COMPETITION **TERRAIN:** MODERATE-TECHNICAL

TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-7



MIGUEL  
HERAS



TKTR7S2507



TKTR7S2517



TESTED BY PROFESSIONAL TRAIL RUNNERS

MIGUEL HERAS | PROFESSIONAL TRAIL RUNNER



TR-7



# TR-8



JOMA SPORTECH  
ADJUSTMENT

VTS  
VENTILATION

PROTECTION  
PROTECTION

FLY:REACTIVE  
REACTIVITY

DUAL:REACTIVE  
REACTIVITY

DURABILITY  
DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# TR-8



**NEW MODEL**

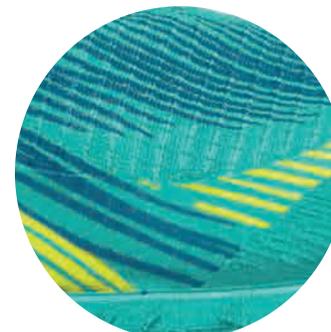
Trail running shoes. This new model is specially developed for long-distance competition. The TR-8 delivers maximum performance to professional trail runners who will face challenges such as marathons on forest trails.

The upper is primarily crafted with breathable mesh finished in Jacquard, accompanied by the thermosealed adjustment system **JOMA SPORTECH**. Micro-perforations **VTS** ensure proper sweat ventilation.

Thermosealed **PROTECTION** reinforcement on the toe and sides protect against external impacts and prevent sand from entering while running.

The **DUAL REACTIVE** midsole is highly reactive with an 8mm drop. The rear part is made of **FLY REACTIVE**, a lightweight material that absorbs impacts and quickly regains its shape. The front part is made of phylon.

The **DURABILITY** rubber outsole with grip lug structure is suitable for terrain with medium to technical difficulty, ensuring control over movements.



**PACE:** FAST **DROP:** 7mm **LUG:** 4,2mm **WEIGHT:** 304g **RUNNER'S WEIGHT :** LIGHT-MODERATE **USAGE:** COMPETITION **TERRAIN:** MODERATE-TECHNICAL

TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-8



**TKTR8S2507**



**TKTR8S2517**



TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-9



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION



FLY:REACTIVE

REACTIVITY

STABILIS

STABILITY

DURABILITY

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# TR-9

**1°PLACE** TRANSGRANCANARIA MARATHON 2024 (46KM)  
**1°PLACE** ULTRA SIERRA NEVADA MARATHON 2024 (42KM)  
**3°PLACE** SPANISH CHAMPIONSHIP 'SUBIDA VERTICAL' 2024



TR-9 is the latest trail running shoe model designed for competitions, a first for Joma. With this new release, our focus is on delivering maximum speed and responsiveness to lightweight runners (low weight) with a very high running pace (2.5-3 minutes/km). Specifically crafted for runners with excellent technique who compete on low-difficulty terrains.

The upper, predominantly made of textile, is super lightweight, flexible, and breathable. The stunning Jacquard finish is crafted with **VTS** perforations, allowing air to enter and exit for sweat ventilation. This ensures the foot remains dry even when running at very fast paces. To optimize fit, they feature seamless synthetic material inserts designed to adapt to the foot and hold it securely. **JOMA SPORTECH** technology has been utilized for this purpose. The textile tongue adds minimal weight to the footwear and is finished with a traditional lace-up closure.

At the toe, there is a **PROTECTION** piece to safeguard against potential impacts and abrasions, as well as to prevent fabric tears.

The midsole shape enhances the runner's responsiveness. Crafted with **FLY REACTIVE** technology, a lightweight material that propels the runner while absorbing impacts during running. The **STABILIS** component provides the necessary stability to limit unnecessary torsion, thereby preventing injuries.

The outsole is made of **DURABILITY** rubber to withstand the entire race. Special patterns facilitate traction on the terrain for better movement control, especially during descents.



**PACE:** VERY FAST **DROP:** 6 **LUG:** 2,75mm **WEIGHT:** 215g **RUNNER'S WEIGHT:** LIGHT **USAGE:** COMPETITION **TERRAIN:** EASY



TESTED BY PROFESSIONAL TRAIL RUNNERS

# TR-9



GEMMA  
ARENAS



ROBERT  
PKEMOI



ISABEL  
CALERO



TKTR9S2507



TKTR9S2517



TESTED BY PROFESSIONAL TRAIL RUNNERS

GEMMA ARENAS | PROFESSIONAL TRAIL RUNNER



TR-9



# RAISE



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

REACTIVEBALL



REACTIVITY

DUAL:REACTIVE

REACTIVITY

DURABILITY

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# RAISE

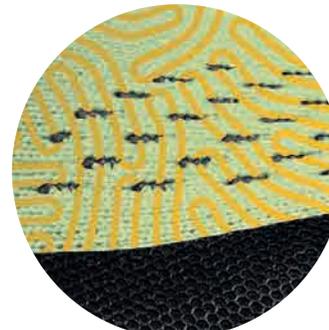


High-end trail running shoes, developed for both training and competition on rugged terrain of medium difficulty, where the runner requires extra cushioning. They are intended for neutral or pronating runners with medium to high weight. These shoes will provide you with security and help you enjoy comfort during your long-distance mountain outings.

The upper is made of breathable mesh, reinforced with thermosealed synthetic material inserts **JOMA SPORTECH**, seamlessly integrating with the foot shape while providing lightweight support. It also features a tongue with an elastic **LACE POCKET** to conveniently store the laces and prevent possible snagging.

The midsole is constructed with dual-density to protect the foot from uneven terrain and provide cushioning, thanks to the **DUAL REACTIVE** system. It comprises **REACTIVE BALL**, a thermoplastic material that absorbs the impact of each step and propels the push-off by quickly regaining its shape. Additionally, it includes a higher-density phylon piece for stability and to prevent deformations upon foot entry.

The outsole is made of high-abrasion-resistant **DURABILITY** rubber. It combines various lugs to achieve maximum grip on all terrains. It also incorporates the flex lines of the **FLEXO** system, allowing for a natural and dynamic foot movement, essential on such terrains.



**PACE:** MEDIO-RÁPIDO **DROP:** 8mm **LUG:** 4,5mm **WEIGHT:** 354g **RUNNER'S WEIGHT:** MODERATE-HIGH **USAGE:** MIXED **TERRAIN:** MODERATE



TESTED BY PROFESSIONAL TRAIL RUNNERS

# RASE



**TKRASS2501**



**TKRASS2505**



**TKRASS2511**



**TKRASS2512**



**TKRASS2522**



TESTED BY PROFESSIONAL TRAIL RUNNERS

# SIMA



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FORM:REACTIVE  
REACTIVITY

DURABILITY

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# SIMA



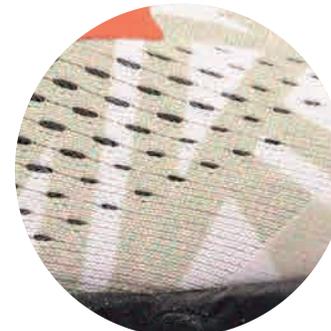
Trail running shoes. The fastest and lightest model from Joma outside the TR range. Suitable for medium-weight runners with a neutral or supinating foot strike. Put them on and get ready to give your all in medium-distance mountain races with medium-easy terrain difficulty. They are versatile: suitable for both competition and training.

The upper is made of breathable and durable Jacquard with perforations for ventilation, crafted with the **VTS** system, allowing air to enter and exit. It incorporates synthetic inserts from the **PROTECTION** system to protect the foot at the toe, and **JOMA SPORTECH** in the lacing system to adjust the upper. Additionally, these shoes provide lasting comfort due to the snug fit provided by the 100% elastic tongue and elastane linings. They feature an elastic **LACE POCKET** to store the laces.

The midsole is composed of a single piece of **FOAM REACTIVE** phylon that provides excellent cushioning, essential on mountain terrain.

Additionally, it incorporates the **BALANCE SYSTEM**: a rigid plate between the midsole and the front part of the outsole, which prevents torsion and stabilizes the foot strike on uneven terrain.

The outsole is made of durable **DURABILITY** rubber with lugs of different patterns to ensure stability and grip on rugged terrain.



**PACE:** MODERATE-FAST **DROP:** 7mm **LUG:** 4,2mm **WEIGHT:** 304g **RUNNER'S WEIGHT:** MODERATE **USAGE:** MIXED **TERRAIN:** EASY-MODERATE



TESTED BY PROFESSIONAL TRAIL RUNNERS

# SIMA



**TKSIMS2501**



**TKSIMS2512**



**TKSIMS2523**



**TKSIMS2528**



TESTED BY PROFESSIONAL TRAIL RUNNERS

# SIMA LADY



TKSMLS2501



TKSMLS2510



TKSMLS2511



TKSMLS2517



TKSMLS2526



TESTED BY PROFESSIONAL TRAIL RUNNERS

# KUBOR



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FOAM: REACTIVE  
REACTIVITY

**DURABILITY**

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# KUBOR



NEW DESIGN

Trail running shoes. Enhanced model with a new midsole rich in cushioning technology. The Kubor has been developed for trail runners seeking complete shoes that absorb every impact, essential for running on technical terrain of high difficulty.

The upper is made with technical mesh, known for its high level of breathability thanks to **VTS** technology. The thermosealed adjustment system **JOMA SPORTECH** allows for foot support while maintaining the shoes' lightweight construction.

Thermosealed **PROTECTION** reinforcement on the toe provides added protection and durability.

The new midsole with a 5mm drop is crafted with **FOAM REACTIVE**, offering exceptional comfort and high capacity to soften impacts while running.

The **DURABILITY** rubber outsole is resistant to the wear and tear typical of technical terrain outings. Featuring lugs in various directions to ensure grip on both ascents and descents.



**PACE:** MODERATE-FAST **DROP:** 4mm **LUG:** 4mm **WEIGHT:** >300g **RUNNER'S WEIGHT:** LIGHT-MODERATE **USAGE:** MIXED **TERRAIN:** TECHNICAL



TESTED BY PROFESSIONAL TRAIL RUNNERS

# KUBOR



**TTKUBS2501**



**TTKUBS2506**



**TTKUBS2516**



**TTKUBS2517**



**TTKUBS2522**



**TTKUBS2523**



**TTKUBS2524**



TESTED BY PROFESSIONAL TRAIL RUNNERS

# SIERRA 7



JOMA SPORTECH

ADJUSTMENT



VENTILATION

PROTECTION

PROTECTION

FORM:REACTIVE

FORM:REACTIVE

REACTIVITY

**DURABILITY**

DURABILITY

TESTED BY PROFESSIONAL TRAIL RUNNERS



# SIERRA 7



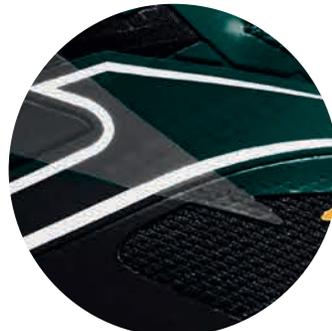
NEW DESIGN

Trail running shoes. The iconic Sierra has been enhanced to provide extra cushioning when running on technical terrain. Its wide last also stands out for providing greater comfort to the toe area during descents.

The upper is primarily crafted with breathable mesh finished in custom Jacquard. In addition to being lightweight, it ensures sweat evacuation thanks to **VTS** technology. The seamless thermosealed adjustment system **JOMA SPORTECH** has been used to tailor the upper. Thermosealed **PROTECTION** reinforcement on the toe and sides.

The new midsole is composed of **FOAM REACTIVE** technology, which provides high levels of cushioning and softens foot strikes when running on highly challenging forest trails. The front part is made of phylon to provide stability to the footwear.

The **DURABILITY** rubber outsole features double-direction grip lugs to ensure stability and control of movements.



**PACE:** MODERATE **DROP:** 7mm **LUG:** 4,2mm **WEIGHT:** >300g **RUNNER'S WEIGHT:** MODERATE-HIGH **USAGE:** TRAINING **TERRAIN:** DODERATE-TECHNICAL



TESTED BY PROFESSIONAL TRAIL RUNNERS

# SIERRA 7



**TKKUBS2501**



**TKKUBS2506**



**TKKUBS2516**



**TKKUBS2517**



**TKKUBS2522**



**TKKUBS2523**



**TKKUBS2524**



TESTED BY PROFESSIONAL TRAIL RUNNERS



***PRODUCT MARKETING***



CARBON PLATE TRAIL SHOES BOX



REACTIVE TECHNOLOGY TRAIL SHOES BOX



GENERIC TRAIL SHOES BOX



