

WEARE AN EXCLUSIVE TEAM





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IDENTITY FULL CONCEPT

SOLUTIONS TO REINFORCE SPORTS BRANDS, CLUBS AND FEDERATIONS

ABOUT US

IDENTITYFC® s an exclusive team that plays with the common goal of adding value to the Team Sports industry.

IFC partners are oriented towards innovation, sharing and creating synergies to reinforce the Sports Brands, Clubs and Federations that represent our stars.

Providing solutions in Products, Technologies and Services for industrial applications, stores, aftermarket and licensing.

IDENTITYFC® merges the areas of Conceptualization, Design, Industry and Logistics, IT and Marketing.









PRODUCTS







BADGES

Collection of high-quality badges, exploring all available technologies and showing some unique products.

Fine jacquard woven, Reliefs, High-definition heat-Transfers, Embroideries, combinations of techniques and so on.

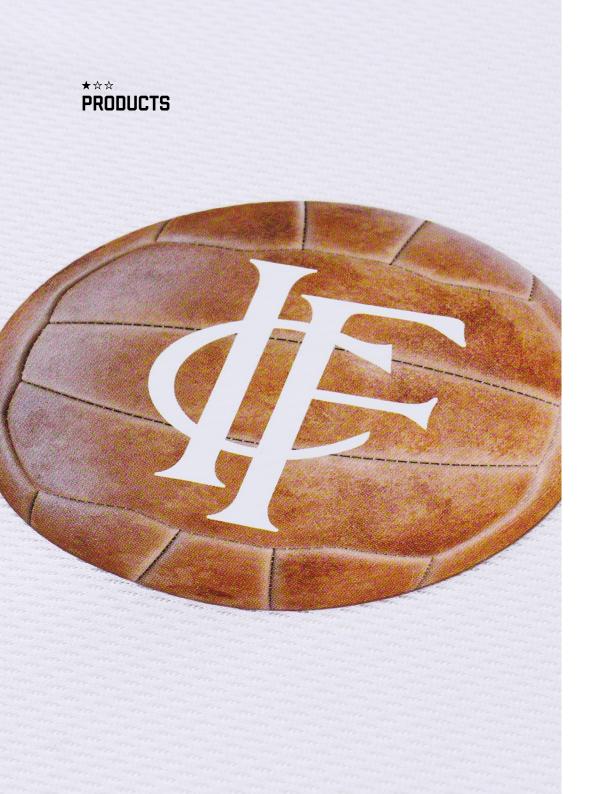
For each case we study and present several alternatives to enhance the identity of the teams.

COVERSEALINGS®

Using special combinations in materials and coating techniques, high performances are achieved on heat applied products for textiles.

Coversealings® technology makes the difference by its functional performance, finishing's and enhancing eye-catching details.





HEAT-TRANSFERS

It's Beyond Printing!

Heat-transfers produced using state-of-the-art technologies achieving the highest quality level.

Water based, sustainable, environmentally responsible and certified by several norms like "Oeko-Tex standard 100 level 1" and complying with main brands requirements.

Technical offer with special features for different uses. High elasticity, fastness on colors, anti-migration, resistance to strong washings, compatibility with coated materials like rainwear, Heat and flame certification for motorsports, etc.









NAMES & NUMBERS (N&N)

Smooth, resistant and with anti-migration properties. Beautifully easy to apply and performing.

Do not change colour with time and are made to last on the team or supporter's jerseys.

Special effects and designs available.

SPONSORS

Either with simple colors, multicoloured or in high definition, your sponsor will have the visibility it deserves.

We have the capacity to react quickly not only on Sponsors production but also to complement with capable logistics, stocking, handling and application services.

For the big volumes or last minute needs, we have the set-up and capacity to deliver in time.





MERCHANDISING

For brands that want to create a new business or improve existing one, we can be the right partner to add differentiation on products and services.

We assist in development as suppliers of products or services.

LICENSING

Depending on each case a licensing agreement can be the way of co-operating.

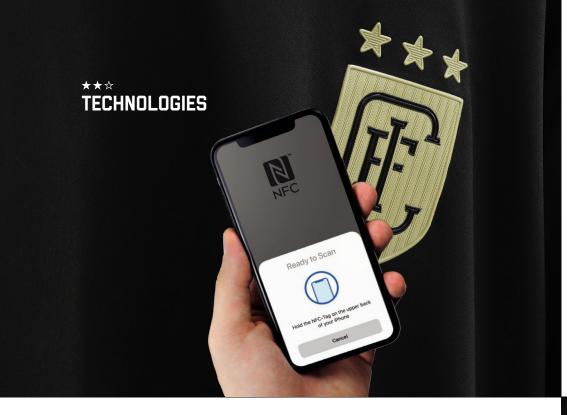
Our unique partnerships reinforce our customers identity.



TECHNOLOGIES







INTERACTIVE TECHNOLOGIES

Using smart phones, we can trigger interactivity with fans or functionalize and dematerialize processes to be more efficient.

From platforms to contents, starting on the physical product with embellishments that are more than decorative, they have digital content. AR, Rfid, QR codes, smart images we have them all available.

SMART VIEWER®

Smart Viewer® App recognizes images with digital content that are not visible to the human eye.

A subliminal way of communicating and opening doors to exclusive and diverse digital experiences.











SERIALIZATION

Products with unique numbering represents exclusivity and opens new ways of engaging with fans.

BRAND PROTECTION

Brandprotech® solutions are translated into several special custom products and systems, reducing the risk of counterfeiting and protecting the value of the brands.

Brandprotech® has its own high-security hologram that is available to protect your brand. Low investment, rastreability, digital functionalities.

Protect and manage your brand.







LOGISTICS

When handling is necessary to overcome concerns before the product goes on the market.

Capacity for storage, handling, unpacking, heat-transfers application, packing, labelling and shipping to the final destination.

Experience and calibrated technology to ensure the right conditions to apply heat-transfers. Installed capacity and automation for faster deliveries.

All conditions together to be able to meet the needs.



3D PERSONNALISATION

When it comes to on-line presence a very few are different from many others.

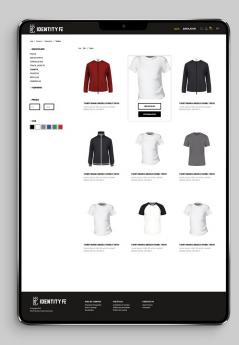
Personalization tools based on 3D modelling is not for everyone.

We do it for the virtual or physical store with interactive kiosks.

E-COMMERCE

For brands that want to have or improve their online presence, we can assist with web projects.

We assist in development as service providers.





POP-UP STORE

Concept of mobility for brand activation or retail stores when is needed to be easy and ready to put them to work.

Thought on every detail this cube concept is made of resistant and reliable materials.



EVENTS MANAGEMENT

Self-owned platform for events management, using innovative wristbands and other supports.

Proven on big events like festivals, Congresses or Sports events. This same technology can manage visits to stadiums, museums, VIP areas or special events.

brace—in®



PORTFOLIO

A QUICK OVERVIEW OF SOME OF OUR PROJECTS



HEAT-TRANSFERS









BADGES





COVERSEALINGS®





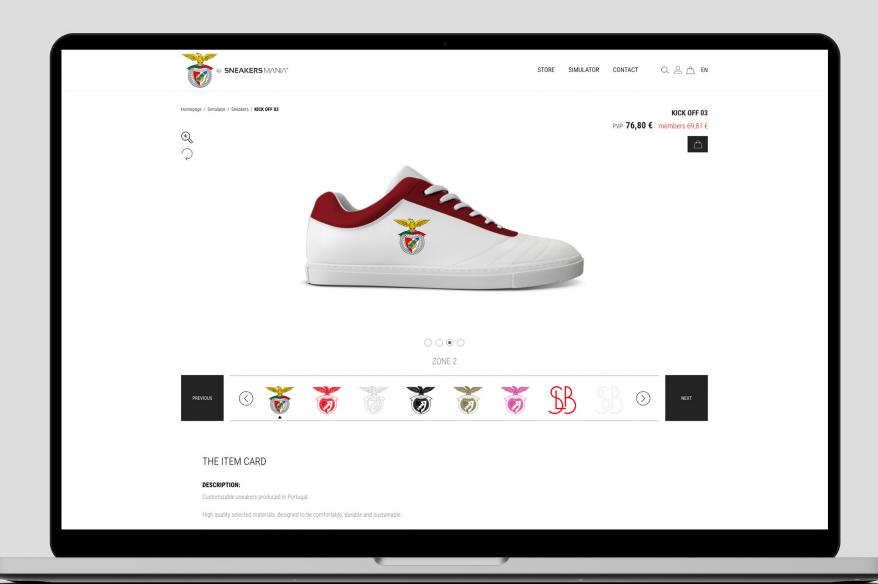








SERIALIZATION







THANK YOU

