



**BRAND<sup>®</sup>  
PROTECH**

# **AUTHENTICITY AND DIGITAL EXPERIENCES FOR BRANDS AND CLUBS**

**PROTECTION, INTERACTIVITY, AND  
GAMIFICATION IN A SINGLE ECOSYSTEM**



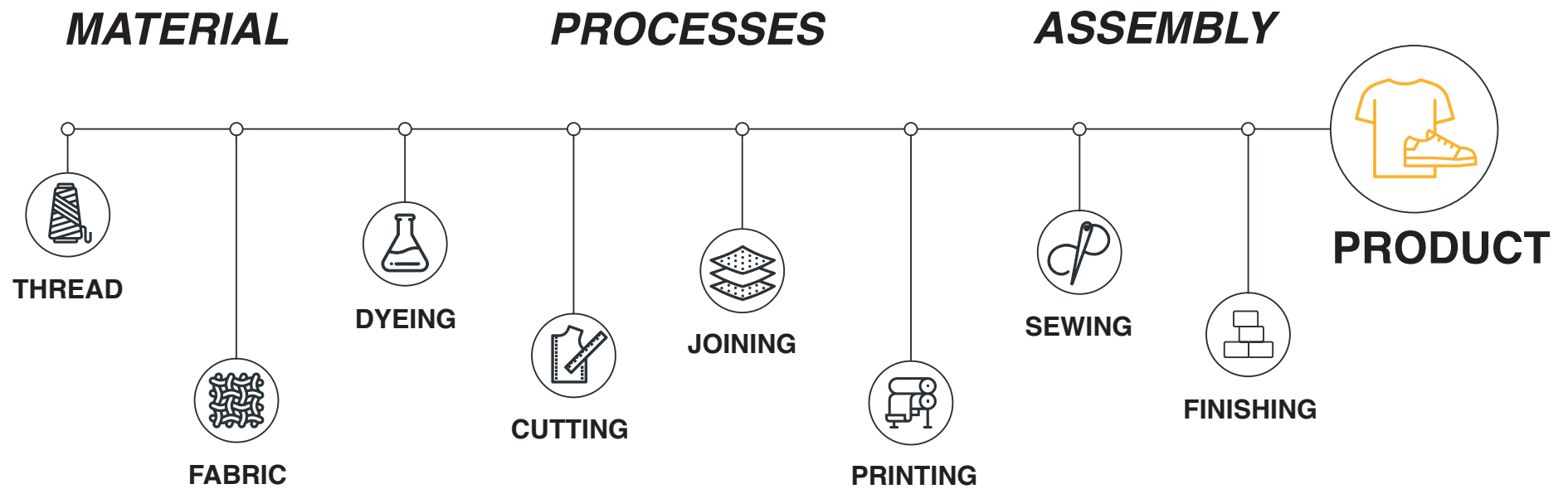
## CONCEPT

**Brand Protech** presents an integrated ecosystem of technological solutions developed to strengthen brand value and protect the authenticity of its products.

In a market where security, trust, and consumer experience are decisive factors, Brand Protech combines advanced protection technologies, interactive digital platforms, and smart textile products to create distinctive experiences and lasting connections between brands and consumers.

This presentation brings together proposals that combine authenticity, interactivity, and gamification, transforming each official product into a strategic point of contact and a continuous channel for communication and loyalty.

# PRODUCT CHAIN CONTROL





## THE INTEGRATED SOLUTION

PROTECTION TECHNOLOGIES

INTERACTIVE PRODUCTS

DIGITAL PLATFORM

BRAND ACTIVATION

ECOSYSTEM BENEFITS

**PRODUCT PROTECTION THROUGH  
BRAND PROTECH TECHNOLOGIES**



**ICONIC AND INTERACTIVE PRODUCTS,  
SUCH AS: THE COOL SCARF**

**DIGITAL PLATFORM WITH CONTENT,  
GAMIFICATION, AND DATA**

**PHYSICAL-DIGITAL ACTIVATIONS  
THROUGH BRAND ACTIVATION**



## PROTECTION TECHNOLOGIES

Metal filaments and special prints  
Holograms and serialization  
RFID/NFC for authentication and tracking  
Image interaction and cloud management platforms

## INTERACTIVE PRODUCTS

The Cool Scarf (scarf with NFC)  
Official jerseys with NFC/RFID  
Interactive lanyards and wristbands





## DIGITAL PLATFORM

Official product authentication  
Exclusive content and digital collectibles  
Gamification and seasonal campaigns  
Reports and data for clubs/brands

## BRAND ACTIVATION

Scratch and Win (scratch cards with prizes)  
Wear to Connect (interactive NFC/QR products)  
Serial Connect (products with unique codes and loyalty programs)  
Identity Store (customizable pop-up store)  
Muppi Play (gamified digital billboards) with augmented reality.





THE INTEGRATED SOLUTION

PROTECTION TECHNOLOGIES

INTERACTIVE PRODUCTS

DIGITAL PLATFORM

BRAND ACTIVATION

ECOSYSTEM BENEFITS



# ECOSYSTEM BENEFITS

**PROTECTS PRODUCT AUTHENTICITY**

**CREATES MEMORABLE EXPERIENCES FOR FANS**

**GENERATES NEW REVENUE AND  
LOYALTY CHANNELS**

**COLLECTS VALUABLE DATA FOR  
MARKETING AND SPONSORSHIPS**



# USE CASES

# COMMEMORATIVE SCARVES



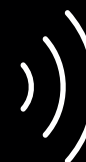
THE COOL SCARF



# LICENSED JERSEYS



VITÓRIA SPORT CLUBE

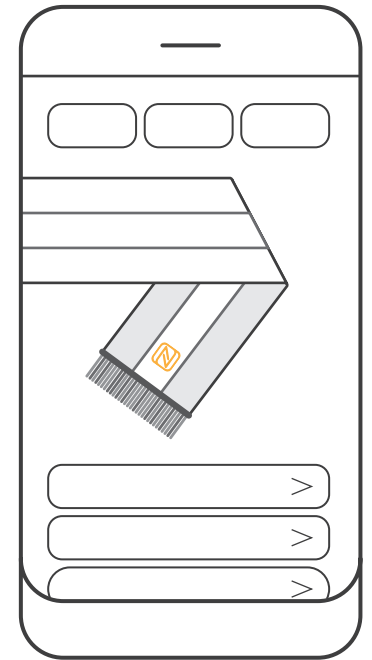
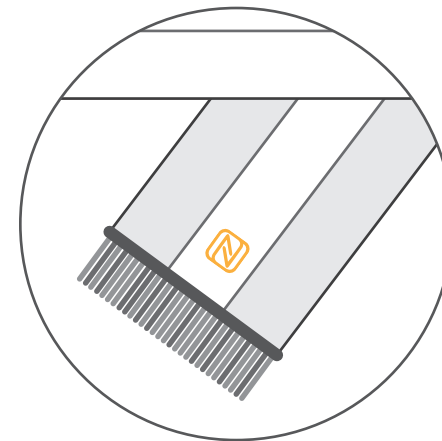








# CAMPAIGNS

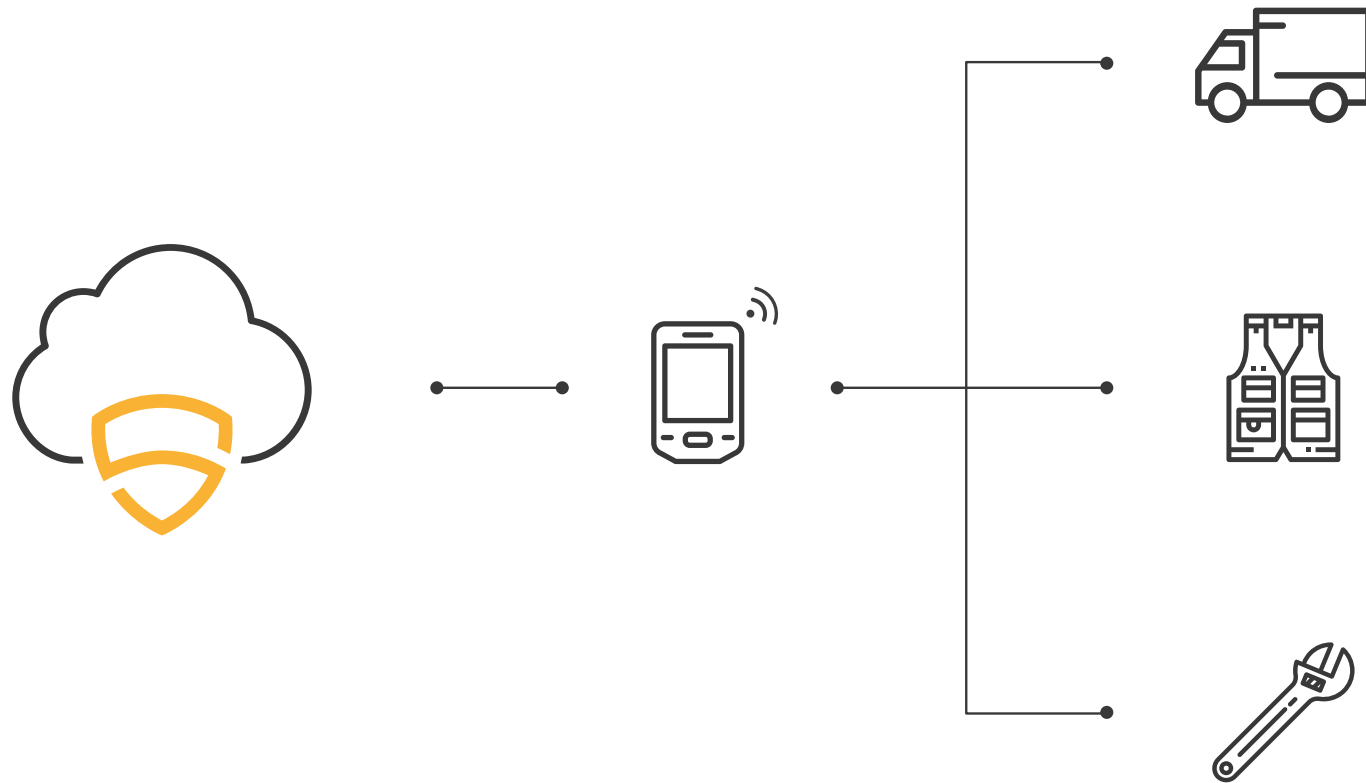


# CAMPAIGNS



SPORTING CLUBE PORTUGAL

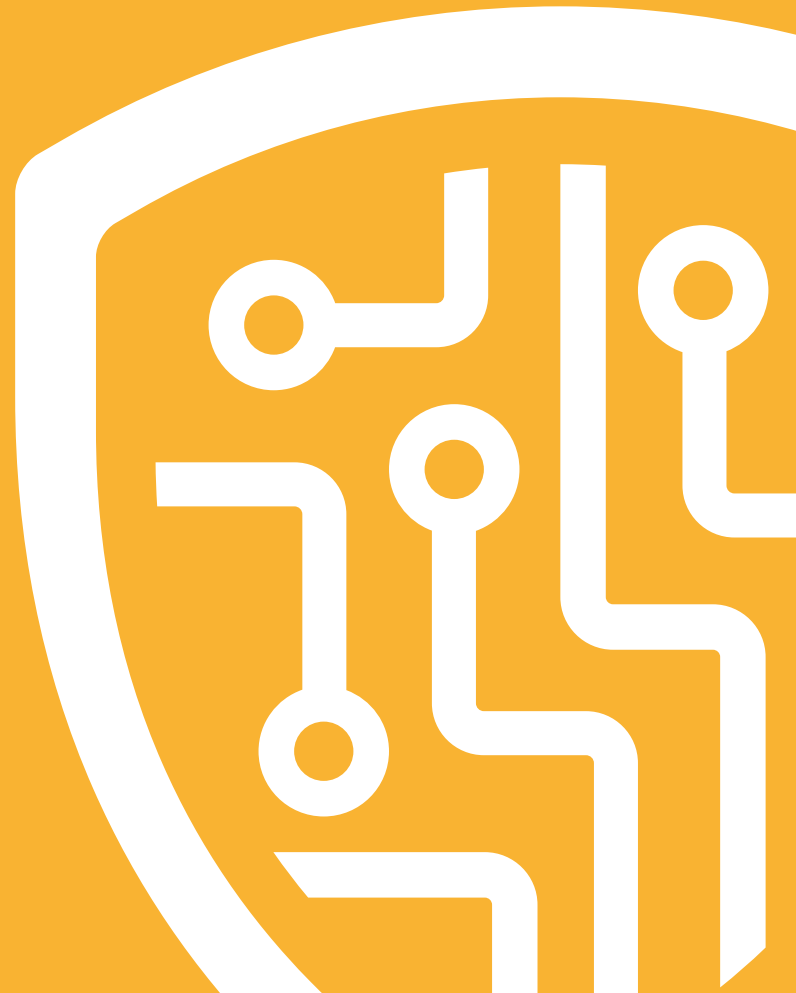






**TURN AUTHENTICITY  
INTO EXPERIENCE.**

**TAKE OFFICIAL  
MERCHANDISING TO  
THE NEXT LEVEL.**





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