



**THE
COOL
&
SCARF**

THE COOL, FRESH SCARF WITH A SUBTLE TOUCH.

MKT.017



TRANSFORM YOUR PASSION FOR YOUR CLUB INTO INNOVATION, IDENTITY, AND STYLE!

Introducing **The Cool Scarf** - a high-definition scarf designed to offer a new experience between the fan, the club, and technology.

A lightweight, stylish, and versatile product that redefines the **way you live and express your club's colors.**



DELICATE, REFINED AND REFRESHING

Made with technical microfiber yarn, it provides a soft, breathable feel and adapts to any climate. Ideal for both the stadium and everyday wear.

HIGH DEFINITION AND STYLE

State-of-the-art sublimation printing that enhances the colors and details of the club's identity, ensuring a vibrant, long-lasting, and superior appearance.

DISTINCTIVE DESIGN

Its unique construction allows the scarf to always remain straight, avoiding the “curled” effect typical of conventional sublimated scarves. Even when folded, it retains its original shape and presence, reinforcing the perception of quality.



PRODUCT FEATURES



EASY TO CARRY

Thanks to its compact and flexible design, it can be easily stored in your pocket or backpack without losing its charm.

PREMIUM TOUCH

The soft touch and quality texture convey a perception of a distinctive, well-finished product — perfect for campaigns or special editions.

SUSTAINABLE BY DESIGN

Produced with **recycled materials** or **certified fibers** (Oeko-Tex / GRS), reinforcing the club's environmental commitment and social responsibility.



PRODUCT FEATURES



THE COOL SCARF CUSTOM

Allows you to apply club logos, names, designs, and messages.

Fully customizable

Available in various sizes and color combinations.



Optional possibility of adding decorative fringes without stitching, which add movement and originality.



THE COOL SCARF TECH

DIGITAL INNOVATION

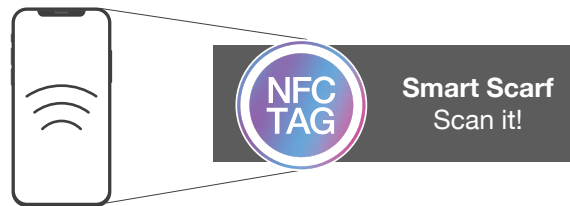
Integrates **NFC** technology, connecting the physical product to an exclusive digital experience.

With a simple touch, fans can access:

- Exclusive content (highlights, interviews, behind-the-scenes footage, celebrations);
- Promotional campaigns and marketing activations;
- Games and gamification experiences;
- Tickets, passes, and loyalty systems;
- Digital prizes and rewards.

SMART MANAGEMENT

Compatible with digital traceability and marketing platforms, allowing you to monitor campaigns, measure engagement, and update content in real time.



WHAT CAN YOU DO WITH THE COOL SCARF TECH?

COMMEMORATIVE SCARF

Based on a repository of exclusive digital content, including game summaries, behind-the-scenes training footage, interviews with athletes, galleries commemorating titles or finals, and much more:

- **National Champion** – The scarf unlocks the best moments of the season.
- **Finals and Titles** – Exclusive summaries speeches and celebrations.
- **Iconic Athletes** – Biography, goals, interviews, and epic moments.



TRAINING

Customized scarves featuring their respective teams, available through the interactive platform, will provide a complete record of the season:

- Results;
- Statistics.



TICKET SALES

The personalized scarf that can be the tangible representation of an experience:

- Integrated into an annual season ticket package.
- Functions as a personalized ticket (NFC).



COLLECTIBLES WITH MEMORY

The scarf that passes from generation to generation:

- Limited editions per European game, with data and digital storytelling, personalized with date and opponent.
- Exclusive access to extended game summary.
- At the end of the season: limited edition collection with all games.



WHY THE COOL SCARF?

STRENGTHENS THE CLUB'S IDENTITY

Transforms emotion into a tangible object that combines tradition, innovation, and pride.

INTERACTIVE AND INNOVATIVE

Offers a new form of interaction between the club and its fans through exclusive and personalized digital experiences.

PROMOTIONAL VERSATILITY

Ideal for **marketing activities, sporting events, and promotional campaigns**, combining excitement, technology, and creativity.

EXCLUSIVITY

Each scarf can be unique—from limited editions for special games to commemorative championship collections.

MANUFACTURED IN EUROPE

Produced under the highest standards of quality and control, ensuring consistency, durability, and reliability.





TAKE YOUR CLUB'S IDENTITY TO THE NEXT LEVEL!

Contact us for more information, customized samples,
and discover how **THE COOL SCARF** can transform
promotional campaigns into **memorable experiences**.



OPEN TO IDEAS

We believe that true innovation comes from challenge!

We are ready to be inspired by our clients, because each project is an opportunity to push our limits and explore new horizons. **We have a lot to share. And we are equally available to listen.**

You dream. We make it happen.

Want to know what we have to share?

Or present your idea?

Talk to us. Together, we transform concepts into concrete solutions and create something truly relevant.



THANK YOU

