



REINFORCING
BRANDS

HELIOTEXTIL & MANIA4

Merging Products & Technology to Reinforce brands

HELIOTEXTIL is an industrial Portuguese company founded in 1964 that materialises brands concepts in products and accessories operating on several sectors, namely sports.

On recent years has developed own solutions related to the digitalization and interactivity, combining products R&D with platforms and software. Some of these solutions are:

- **IdentityFC®**
- **HELIOTransfers® - Smart Jersey**
- **Smart Viewer®**
- **BrandProtech®**
- **Bracein®**
- **RFIDIN**

These solutions are aligned with nowadays industry 4.0, dematerialization, digitalization, customization, efficient processes, e-commerce and brands connection with their fans.

Mania4 - Business & Technology, Lda is a group company that empowers HELIOTEXTIL's technological strategy.





REINFORCING BRANDS

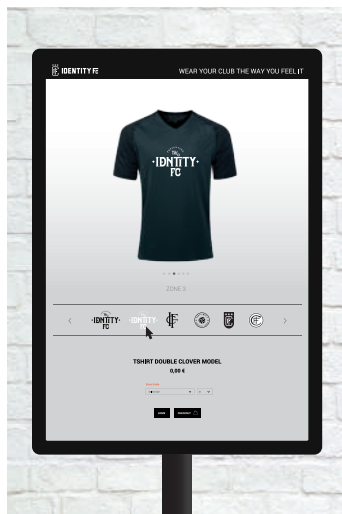
A **360° business model to reinforce brands**, from customization to licensing, including: design, merchandising, embellishments, interactive technologies and innovative solutions for retail.



IDENTITY FC

TECHNOLOGY

Custom made **interactive technologies**, from platforms to IT Solutions to connect and dematerialize.



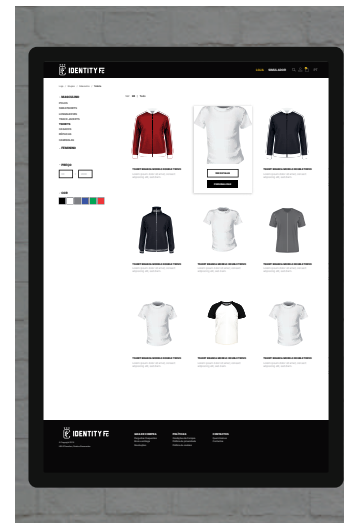
MERCHANDISING

Base offer of products and a wide range of special made ones to **customize** with embellishments and create unique products.



E-COMMERCE

Providing or managing a digital trading tool simplifying business processes and making them faster and more efficient.



IDENTITY STORE

A **portable** retail concept for brand activation that can be your pop-up store in a matter of minutes.



LICENSING

Official products and **brand management** concepts.





SMART JERSEY
VIDEO



BADGES
PRESENTATION



HELIO SPORTS
PRESENTATION



HELIO TRANSFERS
PRESENTATION

IT'S BEYOND PRINTING

Functional embellishments to connect and dematerialize.

State-of-the-art embellishments and multi functionalities like access control, ticketing, cashless, fan connection.



EXPERIENCES

Any image activated with digital content interacts with a device allowing a new dimension of experiences.

For consumer an easy way to be informed about any product, object, landscape or monument.
 For the brand or provider an exclusive channel to communicate, validate, promote or sell any content.
 With interactivity through image, world around us will be much easily understandable, intuitive, safer and useful.

That's why we say our smart viewer solution is a new dimension for everything.



ON-LINE SHOP

Associate to a particular item where you can access to product info, availability and on-line shop.



AUGMENTED REALITY

Mix the real world with digital contents.
 From promotional to technical uses.
 You can impact on a promo campaign or as a tool for instructions use.



TAG

Define technical specifications, care instructions or tell a story.



SHARE

Social media tool to share with your friends or working colleagues.



AUTHENTICITY

An easy way to validate authenticity of your brand or product.



EXCLUSIVITY

Create an exclusive channel to communicate and change according your criteria's.
 An exclusive platform for your universe:
 Publicity, multimedia content, events programs...

HOLOGRAM

- IHMA certified
- Temper evidence
- Laser engraved serialization
- Unique QR code
- Holosure technology
(including chemical taggants)



ONLINE SOLUTION

The **Brand Protech[®]** management platform allows the hologram authenticity validation and the origin of the product where it is applied.

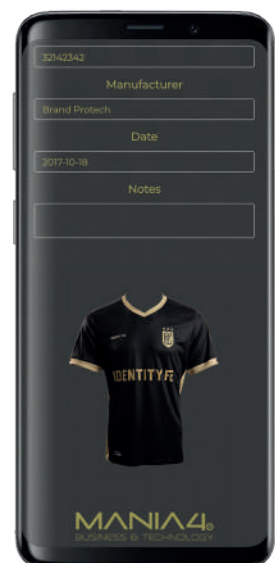
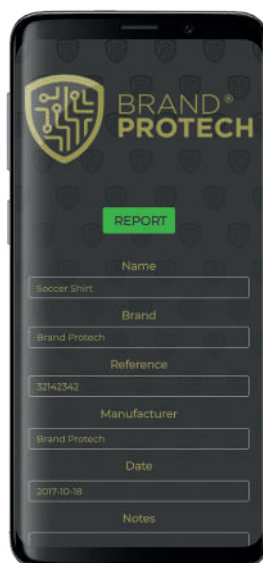
This information will be accessible to the end user and authorities, mandated by the customer to perform market inspections and audits.

The access to the cloud platform will be possible:

- using Brand Protech App, customized with the client's identity, or
- using a QR code reading standard application. to overcome the inertia related to the installation of specific App on end users' mobile phones.

Reading the QR code or entering the hologram unique number gives access to the product image as well as relevant information about it. Some discrepancy between the image and the elements provided by the producer, with the product to which the end user had access, can be immediately reported.

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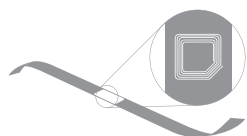
MANAGEMENT SOLUTION FOR EVENTS



What if you know how many people are in the event?



And where are they spending credit?



High quality textile wristbands with seamless integration of RFID technology.



Guests receive a secure and unique BracelD.



Readable with a smartphone or tablet.



Cloud based system.

HOW CAN IT HELP ME?



Accreditation



Voucher



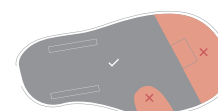
Credit Management



Practical



Customizable



Control Access



Safe

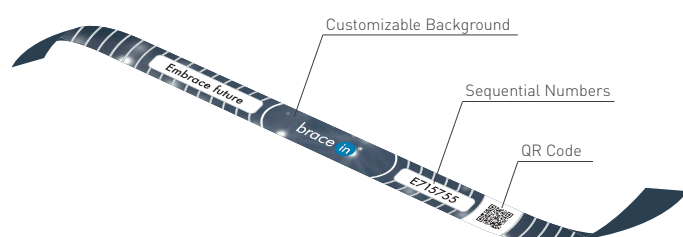


Useful Reports

WRISTBANDS

Soft and water resistant textile wristbands, fully customizable with the possibility to include a serial number and a QR code.

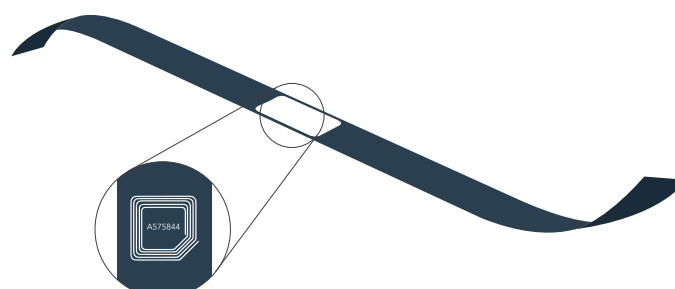
The solution includes textile wristbands, car stickers, cards and others.



RFID

Each wristband has a unique code and RFID technology allows the control access and record information in a safe and secure way.

The RFID antenna is so discreet that the user does not have the perception that it exists on the wristband.



WORLD CLASS SOLUTION

Achieve high item-level data accuracy and empower your item-level control.

Seamless but powerfull IoT Saas Solutions for your business.

CONTROL YOUR ASSETS LIFECYCLE

RECEIVE

COUNT

REPLENISH

SEARCH

INTERACT

OUR TECHNOLOGY



RFID



RFID Reader +
Mobile Device



User-friendly
Backoffice and
Dashboard

HOW IT WORKS



Items Upload

Product + File.



Association

Associate RFID tag with
serial number to real item
and place RFID on the item.



Inventory

Cycle count:
item on which location.



Data Analysis

Analyze your data to make
decisions.

THE PURPOSE

Every single inventory item uniquely identified.

Data accuracy to improve your process.

We focus on efficient and affordable technologies making it easy for you.



MANIA4
BUSINESS & TECHNOLOGY

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