

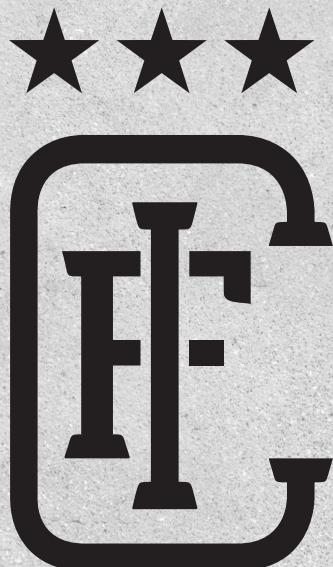
**IDENTITY Fc®**

[PRESENTATION]

**WE CREATE IDENTITY  
FOR BRANDS**

**DREAM | SUCCESS | FUTURE**

# REACH FOR THE STARS



DREAM | SUCCESS | FUTURE

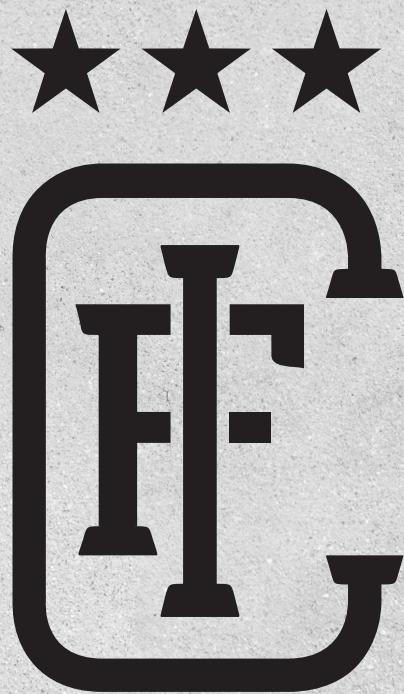
We create **IDENTITY** for **BRANDS**!

The 3 stars in our logo, represent the **Dream**, **Success**, and sustainable **Future** that we always seek together with our customers, the brands owners.

Providing **high-performing solutions** in Products, Technologies and Services for industrial, retail, aftermarket and licensing applications.

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

**IFC partners** are committed to **innovation** as a driving force, sharing and creating synergies, for **reinforcing brands** on their remarkable journey to **reach for the stars**.



**IDENTITY Fc<sup>®</sup>**

**PRODUCTS**

**TECHNOLOGIES  
SERVICES**

## PRODUCTS



## COVERSEALINGS®

A unique product.

Combining technologies and materials.

Reliefs, substrates with textures, special fabrics and materials.

Effects and finishes, metallic, iridescent, velvet, etc.

Enhancing eye-catching details.

## BADGES

The ultimate symbol of the team Identity.

Collection of badges, exploring possibilities and showing some unique products.  
Fine jacquard wovens, Reliefs, High-definition heat-Transfers, Embroideries,  
combinations of techniques and so on.

For each need the right Badge.





## HEAT TRANSFERS

### **Beyond Printing.**

Heat-transfers produced by state-of-the-art technologies achieving the highest level. Water based, sustainable, environmentally responsible and certified by several norms like "Oeko-Tex standard 100 level 1" and complying with main brands requirements.

Wide and demanding characteristics. High elasticity, fastness on colors, anti-migration, resistance to strong washings, compatibility with coated materials like rainwear, heat and flame resistance, certifications for industrial washings, motorsports, etc.

**Technical offer for different uses.**



## PRODUCTS



## SPONSORS

**Deserved visibility.**

Single, multicoloured or in high definition, sponsors logos must have deserved visibility.

Fast production. Stocking and handling with IFC partners proximity services.

**Capacity to deliver in time.**

## NAMES & NUMBERS

**Beautifully easy to apply and performing.**

Smooth, resistant and with anti-migration properties.

Special effects and designs available.

N&N must look perfect on the team or supporters jerseys.

**Made to last.**



## PRODUCTS



## LICENSING

Empowering bonds.

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

Our unique partnerships reinforce our customers identity.

From N&N to Merchandising.

## MERCHANDISING

Developing business.

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

As a product or service provider.





IDENTITY FC®

# **NEXT GENERATION MERCHANDISING**

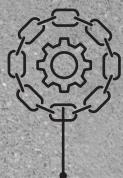
## **CASE STUDY**

## PRODUCTS

# ECOLOGICAL DESIGN

Following merchandise trends, we offer solutions made from sustainable materials.

From lanyards made with organic cotton or recycled polyester to notebooks, wristbands and lanyards made with a biodegradable composition.

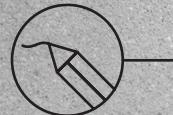


# EXCELLENCE IN PRODUCTION

As a textile manufacturer, we design and produce many promotional products in-house.

Our experience and passion for the sector are reflected in technical procedures developed over the years.

## DESIGN YOUR IDEA

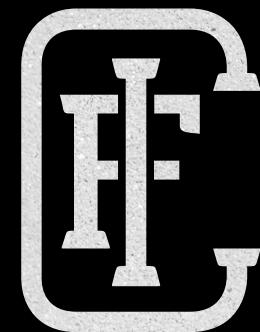


Do you have a unique idea?

Create your lanyard.

Choose the length of the lanyard, the diameter and pattern of the tube, the elastic, the tag and the accessory.

Let your imagination run wild.



IDENTITY FC®



## TEXTILE PERSONALIZATION

Production, application, and marketing of a range of textiles (T-shirts, caps, sweatshirts, bags, balls, etc.).

Development of textile projects with certified sustainable materials, made in Portugal.

In-house production of heat transfers, textile labels, and ribbons combined with printing techniques such as direct printing and sublimation with industrial capacity.

Ease of customization and handling for processing and packaging.

## PRODUCTS

### SCARVES

High definition sublimation scarf.

Lightweight, easy to carry, soft, cool and comfortable fabric.

Full-color customization with vibrant sublimation printing.

A fun and stylish way to promote a brand and show support.



\*\*\*  
FF **IDENTITY FC**®



## SNEAKERS

With a selection of materials that meet environmental and human health certifications, these sneakers designed and manufactured in the EU offer comfort in a highly customizable product.

With over 250 possible color combinations, Sneakersmania® is a wise choice for anyone looking for a high quality customizable product.



## PENNANTS

Customizable pennants to your needs.

We combine different materials and processes to create customized pennants.

Sublimation, heat-transfer application, and fabric combinations are some of the techniques used to make this product.



## ARMBAND

Armband with a soft touch, velcro fastening for a comfortable fit and sublimation customization, allowing vibrant colors and total creative freedom.



## LANYARD PROMO

Full customisation with vibrant colours, ideal for events that demand practicality and style.



SCAN TO SEE MORE

Available accessories: Page 137 – 142.

## LANYARDS

Lanyards are exciting and impactful items that provide visibility for brands.

We offer a wide range of possibilities, combining different materials, printing processes, and accessories to create unique lanyards for any occasion, promotion, technical application, fashion, or business.

High visibility, serialized printing, and custom-designed accessories.

Constant innovation with new sustainable and original elements that offer options and possibilities beyond traditional lanyards.

## LANYARD BOLD

Colored ribbon with rubber-like embossed customization, offering a unique texture and high definition.

Ideal for dark-colored ribbons, with customization available in 1 color.

## LANYARDS



SCAN TO SEE MORE

Available accessories: Page 137 – 142.

## LANYARD EXPRESS

Soft-touch tubular ribbon,  
available in 16 colors.

Customization on the label with  
up to 4 colors and on the top ring.

## LANYARDS



SCAN TO SEE MORE

- Available colors: Página 135 – 136;
- Available accessories: Page 137 – 142.

## LANYARD CORK TUBE

Flexible cork tubular ribbon, offering a sustainable and elegant option, with a customizable organic cotton label, combining environmental responsibility and unique style.

## LANYARDS



SCAN TO SEE MORE

Available accessories: Page 137 – 142.

## LANYARD WINE DISTRICT

Organic cotton tubular ribbon complemented with a customizable cork stopper. An eco-friendly and sophisticated option.

## LANYARDS



SCAN TO SEE MORE

Available colors: Página 135 – 136.

## LANYARD NAUTIC FLOAT

Recycled polyester tubular ribbon, complemented with a customizable cork ball. An eco-friendly, sophisticated option with elegance in the aquatic world.

More colors available.

## LANYARDS



## LANYARD ORGANIC COTTON TUBE

Organic cotton tubular ribbon, with a customizable label and recycled carabiner. A sustainable and eco-friendly option.

## LANYARDS



SCAN TO SEE MORE

- Available colors: Página 135 – 136;
- Available accessories: Page 137 – 142.

exclusive  
product

## WRISTBAND EDGE

Thin, soft and strong - Produced with recycled materials. Different finishes can be added, such as water repellent, anti-mosquito, fragrances (aloé vera, strawberry, etc.).

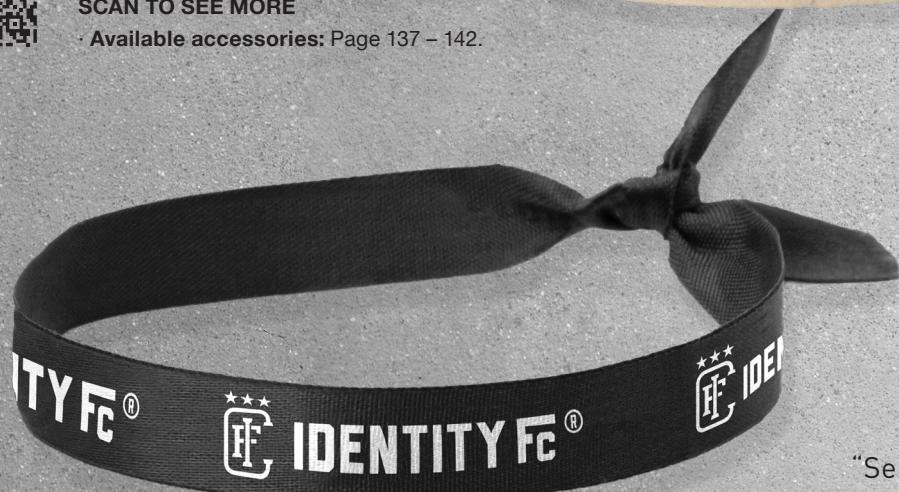
### brace-in®

Possibility to integrate interactive technologies.



#### SCAN TO SEE MORE

· Available accessories: Page 137 – 142.



## TRADITION

Fabric wristband,  
"Senhor do Bonfim" type.  
Plain or personalised.  
Biodegradable!

- Personalization with up to 2 colours.
- More than 60 fabric colours in stock.

## WRISTBANDS

Our wristbands live on the wrists of thousands of people each year, they are used as identifiers for access control, promotional campaigns and for personal identification.

Using proprietary accessories designs by us and produced in Portugal, we guaranty the safety locking for access control.

With a wide range of ribbon colors, we produce cost-effective ribbons – for low-cost high-impact.

Using serialized printing we provide a way to identify people, keeping them safe.

We produce using sustainable certified materials and processes to guarantee quality, durability and safety.



## GUMRING

The union of a continuous elastic band, without any overlaps, for maximum comfort in your products.

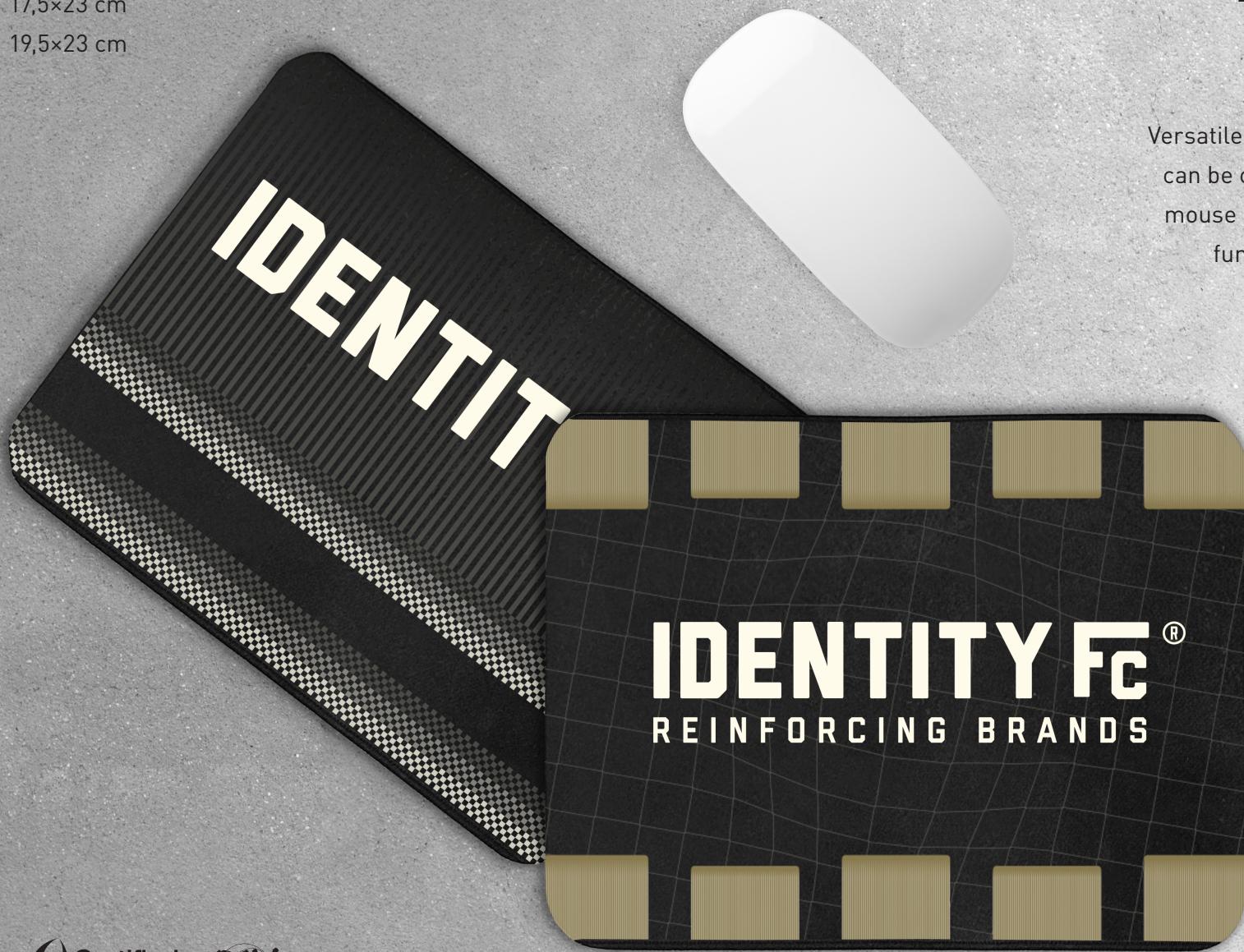
Whether for promotional use on the wrist or head, in the office or in the gym, Gumring® presents itself as a set of products with unique characteristics.

Backside with silicone micro dots for stability

Sizes:

17,5x23 cm

19,5x23 cm



## MOUSE PADS

Versatile base with a soft, non-slip surface that can be customised by sublimation. Ideal as a mouse pad, coaster or game pad, combining functionality and ease of transport.

## K-STRAP

Extreme durability with unrivalled elegance.

Made of highly resistant ribbon and accompanied by a top quality carabiner, as robust as it is sophisticated.

DIY  
DO IT  
YOURSELF



## KEYRING

Straps, tapes, elastic bands and short lengths of tubing combined with accessories and designed to a variety of models and customisation options. Small format for easy transport.

Models with sustainable certification available.

## K-CUBIC

Soft tubular cord made of organic cotton with a customizable hood, combining comfort and style with an ecological commitment.

## KEYRING



## K-NEO

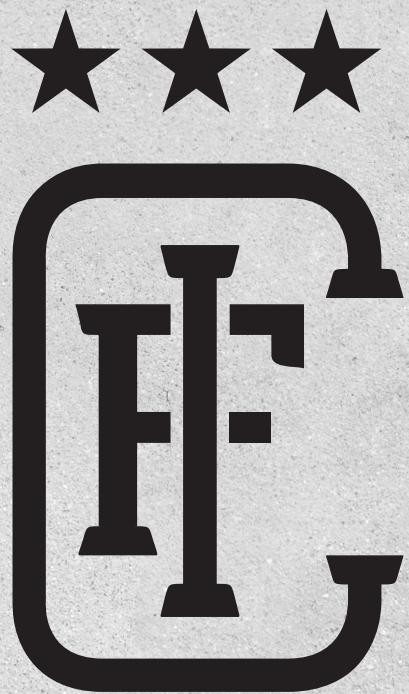
Premium keyring that combines sophistication with unrivalled elegance.

Made of Neoprene and accompanied by a top quality carabiner. Customise it with the design of your choice, from the colour to the laser cut.

Take your style to another level of personalisation!

## KEYRING





**IDENTITY Fc<sup>®</sup>**

**PRODUCTS**

**TECHNOLOGIES**

**SERVICES**

# TECHNOLOGIES



## BRAND PROTECH®

Security solutions for brand authenticity.

BRANDPROTECH® has its own high-security certified hologram available.

Rastreability, digital functionalities, low investment.

Protect and manage your brand.



## EXCLUSIVITY

Brand connection to end user and more.

Tap or scan to connect. Register users, verify authenticity, share contents, information, care instructions, story about the product and its life cycle, etc.

Connecting brand exclusivity.



## TECHNOLOGIES

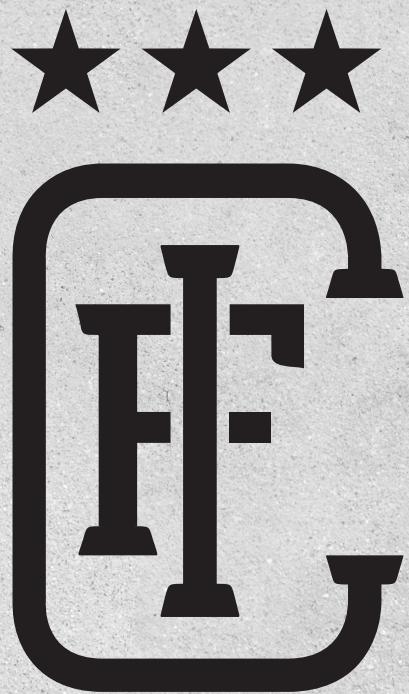


## NFC

**Technology that brings users closer to the brand, quickly and intuitively.**

It allows immediate interactions with a simple touch: access exclusive content, verify product authenticity, receive instructions for use, videos, campaigns, and much more.

**It creates a direct, secure, and personalized connection between the product and the user.**



**IDENTITY Fc<sup>®</sup>**

**PRODUCTS  
TECHNOLOGIES**

**SERVICES**



## LOGISTICS

When handling is necessary before product goes on the market, IFC partners provide proximity services.

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

Capacity, technology and experience.

**All conditions together.**

## HEAT PRESSES

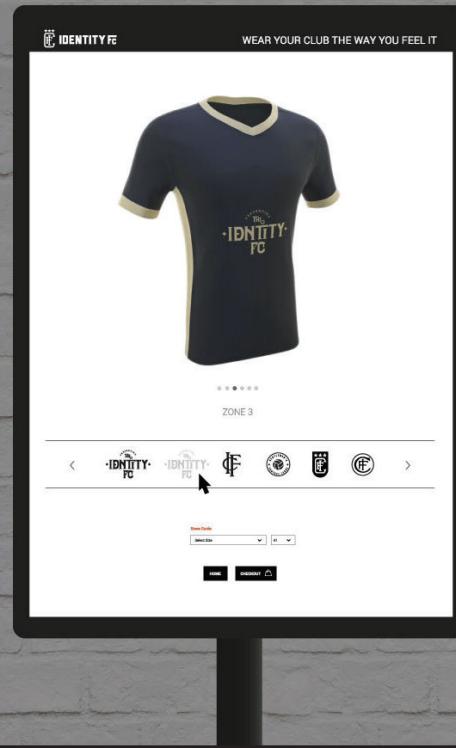
To achieve the best results we offer a variety of Heat Presses, each of them designed to meet our client's needs.

Customized Heat Presses with 2 different size tables, 3 different size plates and accessories like a cap or ball base.

**High quality heat presses.**



# SERVICES



## E-COMMERCE

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

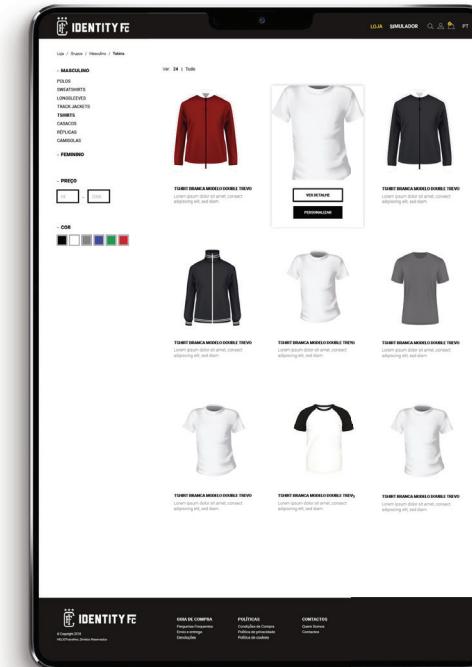
We help with development as service providers.

**We can help with web projects.**

## 3D CUSTOMIZATION

3D customization tools for real results.  
For online stores or interactive kiosks.

**Make a difference with personalization.**





## EVENT MANAGEMENT

Use of innovative wristband technologies, integrated with our brace-in platform.

Access management, cashless, credits and offers, registration website and much more.

**Our own technologies and platforms.**

brace-in®



# PORTFOLIO

A QUICK OVERVIEW OF  
SOME OF OUR PROJECTS

## BADGES



## BADGES



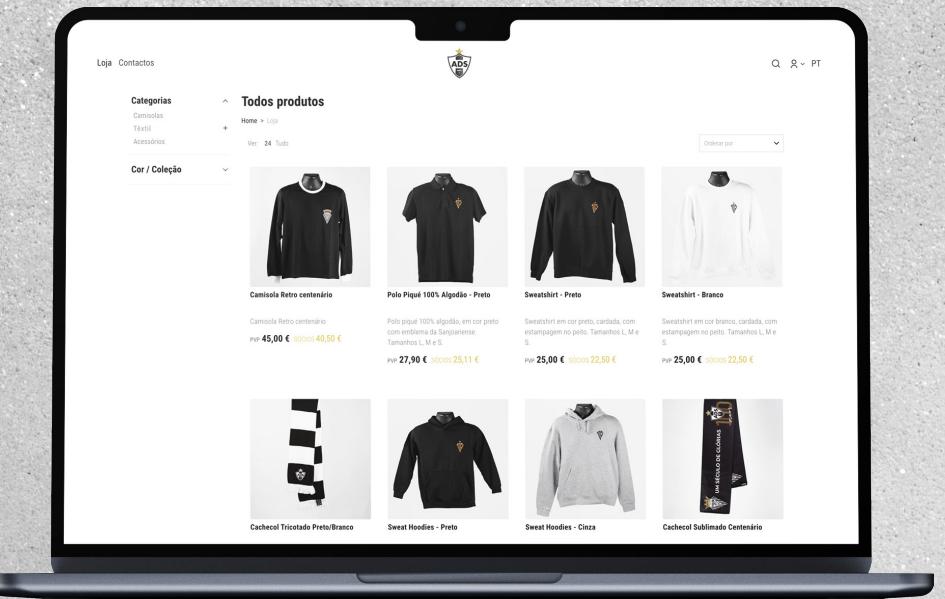
## NAMES & NUMBERS



AUTHENTICITY LABEL



# MERCHANDISING & LICENSING



# MERCHANDISING E LICENSING



SNEAKERS MANIA®

by SNEAKERSM&NIA<sup>®</sup>

STORE SIMULATOR CONTACT

Homepage / Simulator / Sneakers / KICK OFF 03

KICK OFF 03

PVP 76,80 € members 69,81 €

+

🔍



○ ○ ● ○

ZONE 2

PREVIOUS

NEXT

THE ITEM CARD

**DESCRIPTION:**

Customizable sneakers produced in Portugal.

High quality selected materials, designed to be comfortable, durable and sustainable.

## WRISTBANDS & LANYARDS





# THANK YOU

**MANIA4®**  
BUSINESS & TECHNOLOGY

**brace-in®**

**HELIOPROMO**  
by HELIOTEXTIL

**IDENTITY FC®**