

CFC



THE SPORTS MERCHANDISE  
AND LICENSING SHOW

# Welcome

## The Sports Merchandise and Licensing Show 2025

We are back with our 11th edition of the Sports Merchandise and Licensing Show!

This digital brochure will provide you with all of the information you require to make your visit as productive as possible. Including an introduction to all of our exhibitors and a floor plan so you know where to find them.

Thank you to our exhibitors and visitors, returning and new, for your support in making SMLS 2025 happen!

We hope you enjoy the event!

The Sports Merchandise and Licensing Show Team

\*All details featured in this brochure have been supplied by the exhibitors. The SMLS team takes no responsibility in any errors.



AGL is a dynamic, customer-centric technology partner revolutionising eCommerce logistics.

Powered by our Clearview multi carrier platform, we simplify parcel delivery and returns, which includes our in locker returns service, which is perfect for sports clubs and online retailers focused on seamless logistics operations and supporter-satisfaction. Whether it's matchday merchandise or post-purchase returns, Team AGL delivers technology with agility, transparency and speed with a first-class customer experience team to support you.

Trusted by elite sports brands, we ensure you provide the most fan-friendly delivery experience.

[SMLS@TEAMAGL.COM](mailto:SMLS@TEAMAGL.COM)



"Fourteen Twenty-One is a one-stop partner for premium custom clothing, caps, and accessories. We specialise in private label solutions, ensuring every detail—swing tags, neck labels, and packaging—carries your club's identity.

The brands we represent are some of the most creative in all of sport. Ahead are a market leader in bespoke headwear, apparel and accessories. Fenix Xcell are masters at creating bespoke performance clothing. Through both of these brands we can meet a wide range of customer needs."

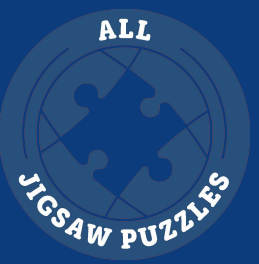
[sales@fourteentwentyone.com](mailto:sales@fourteentwentyone.com)  
<https://fourteentwentyone.com>

All Jigsaw Puzzles Ltd

STAND C18

ALLOY COLLECTORS

STAND 79 & 80



We are Britain's leading jigsaw puzzle manufacturer who can drop ship a custom made sports puzzle and matching branded box of any image you provide. MOQ of one and no stock holding! We make your puzzle in 3 days and post out on your behalf. All white labelled. We use HPSiteflow software to manage the print on demand process and can ship worldwide. Already trusted by big brands, we are known for quality jigsaws and efficient friendly services.

[clare@alljigsawpuzzles.co.uk](mailto:clare@alljigsawpuzzles.co.uk)  
<https://tradejigsaws.alljigsawpuzzles.co.uk/>



At Alloy Collectors, we are dedicated to crafting unique collectibles for fans around the globe. Our licensed partnerships and our teams passion ensures that every jersey we replicate is a detailed miniature, made from high-quality stainless steel. Each jersey is fully customisable, providing an opportunity for fans to create a unique display piece to showcase their passion for their team, or a perfect gift for a fellow fan. Partner with us to create your own unique collectible range.

[ray@radstuff.com](mailto:ray@radstuff.com)  
<https://uk.alloycollectors.com/>



Arena Imaging are the No.1 specialist in providing innovative photographic products and services to the football industry. We supply products to leading football clubs throughout Europe notably England, Scotland, France and Germany. We are renowned shirt framing and for our unique panoramic stadium photography. Our in-house production team are geared up to meet the demands of short turnaround times, flexible MOQ's whilst guaranteeing the best quality available. We have various delivery options including a specialist web fulfilment process that means we can despatch direct to your customers.

tim.ugbomah@arenaimaging.com  
www.arenaimaging.com



Embelex™ by Avery Dennison, brings brands to life through customization, personalization, and smart solutions. A full-service, end-to-end platform for on-product branding, graphics, and trims, Embelex™ combines decades of materials science innovation with secure, global inventory management and supply chain solutions to power new possibilities for the world's most creative and dynamic brands.

<https://apparelsolutions.averydennison.com/en/products/embelex>



WE ARE MANUFACTURERS AND DISTRIBUTORS OF FOOTBALL ACTION FIGURES AND OTHER TOYS LIKE BUSES OR 3D STADIUMS.

info@banbottoys.com  
www.banbottoys.com



BC4 is a leading provider of retail technology solutions for sports clubs and stadiums. Specialising in POS, ERP, and loyalty systems, we help optimise operations, enhance fan engagement, and drive revenue across stadiums, eCommerce, and matchday retail. Built on Microsoft Dynamics 365, our solutions offer real-time visibility, empowering sports organisations to make data-driven decisions and maximise profitability. Trusted by leading sports organisations globally, BC4 delivers innovative, scalable solutions designed to improve the fan experience and streamline operations for sports clubs and stadiums worldwide.

info@BC4.com www.BC4.com

## BE THE STAR POSTERS

STAND 16



Be The Star Posters is a family run business creating officially licensed football posters for a number of clubs including Arsenal, Aston Villa, Celtic, Chelsea, England Men & Lionesses teams, West Ham United and many more. Our posters are created for fans and made with passion - from our small team to your wall. Please visit us at Stand 16.

[info@bethestarpsters.com](mailto:info@bethestarpsters.com)  
[www.bethestarpsters.com](http://www.bethestarpsters.com)

## Blues Group - Brecrest

STAND 36 & 37



"Brecrest Sports is a division of Blues Group Ltd, that has been supplying Babywear & Toddlerwear to the Sports Industry, High Street Retailers & Independents for many years. We have now extended our product portfolio to include all apparel and nightwear and Robes, from baby, all the way through to adult sizes. We supply the major Supermarkets across various departments, thanks to the well established working relationships already in place with the Blues Group. We also work with a number of clubs on a direct to retail basis and design for them to create new exciting bespoke products."

[simon.bond@bluesgroup.co.uk](mailto:simon.bond@bluesgroup.co.uk)  
<https://bluesgroup.co.uk/>

## BrandFit Solutions B.V.

STAND C23 & C24



**BrandFit Solutions**

[brandfitsolutions.com](http://brandfitsolutions.com)

Location: Netherlands, USA, China



"BrandFit Solutions is a proud leader in the world of sports merchandise, with a fully audited, compliant, and sustainable global supply chain. We remain as an approved manufacturer for over 50 years by UEFA, FIFA, FIBA and more.

Our experience in the industry alongside our multi-award-winning studio, designs your concept and provides bespoke services and products with innovation, competitive pricing, and premium quality - also offering ethical, sustainable, and eco-friendly solutions.

We have a warm and friendly team that keep matters simple and uncomplicated, with extensive know-how to deliver the best marketing and merchandise solutions for you."

[jim@brandfitsolutions.com](mailto:jim@brandfitsolutions.com)  
<https://brandfitsolutions.com/>

## Briconomics Fanmosaics

STAND 59



Briconomics has supported sports clubs and national stadia throughout Europe for nearly 30 years with personalised bricks, stones, tiles and now Fanwall Mosaics. Fan Engagement and Income Generation at its best!

[enquiries@briconomics.com](mailto:enquiries@briconomics.com)  
[www.fanwallmosaics.com](http://www.fanwallmosaics.com)



CARAT SHOP

STAND C17



With over 18 years of experience in licensing, the Carat Shop is proud to manufacture official jewellery and gifts for popular brands such as Harry Potter, The Lord of the Rings, Wicked Movie, Hello Kitty and Friends, Molang, Miffy, Pusheen, Barbie and Premier League and La Liga Football Clubs. Our range of products has expanded over the years, offering a variety of high-quality novelty and premium pieces including necklaces, charms, bracelets, and earrings, as well as unique gifts like hair accessories, bookmarks, pens, pencils, and keyrings. Since 2006, we have established a strong track record of partnerships with renowned licensors.

[craig.hughes@thecaratshop.co.uk](mailto:craig.hughes@thecaratshop.co.uk)  
<https://indd.adobe.com/view/be18ea63-3310-46fc-8298-24bae9704ee2>

CLUB SHOP GOODIES LTD

STAND 63



"At CSG we supply all types of Branded Merchandise. We have a network of suppliers that allow us to be competitive and Original. Our MOQ are generally low with quick lead times. No order is too small or big. Should you require any further information or a brochure please do not hesitate to contact me  
  
+ 44 (0)7836 514054 "

[kevin@clubshopgoodies.com](mailto:kevin@clubshopgoodies.com)  
[www.clubshopgoodies.com](http://www.clubshopgoodies.com)

COLLAB APPAREL

STAND 64 & 65



"Collaborating with some of the world's most recognised brands, events and venues, we design, manufacture and deliver completely unique merchandise collections. From Premiership football to Grand Slam tennis events, we have got you covered. Our design team will work closely with you to create a unique and unrivalled range of products before our manufacturers craft these unique pieces with the ultimate detail and finish. All products are then delivered to your door, retail ready."

[jamie@collabapparel.co.uk](mailto:jamie@collabapparel.co.uk)  
<https://collabapparel.co.uk/>

COPA Football

STAND 71 & 72



"At COPA Football, we work together with renowned professional football clubs across Europe to create retro football collections that include retro shirts, retro jackets, and other club merchandise. Since 1998, we've been dedicated to traditional craftsmanship and uphold the highest quality standards. Our retro football collections are offered through the clubs' channels as well as through COPA's channels to honor and celebrate the legacy and heritage of these iconic shirts and jackets."

[info@copafootball.com](mailto:info@copafootball.com)  
[www.copafootball.com](http://www.copafootball.com)

## CRANE AUTHENTICATION

STAND 48



### "About Crane Authentication

As a partner to businesses and governments, Crane Authentication offers expertise and cutting-edge innovations that protect and enhance products, secure identities, safeguard revenues and enforce compliance. Customers from different business sectors and levels of government trust its team of 1,250 people for their expertise in R&D, security design, engineering and data-driven insights. With a presence in 15 countries on three continents, the Crane Authentication team understands the regional nuances of the opportunities and challenges facing its customers. "

<https://www.craneauthentication.com/products-services/>  
<https://www.craneauthentication.com/>

## DANILO / GRANGE

STAND 87



Danilo is the market leading publisher of officially licensed calendars, diaries, greetings cards and gift wrap featuring the hottest properties in sport, music, film, TV, gaming and more. These ranges have been awarded industry accolades as well as being best-sellers at retail through an established distribution network. Danilo also owns a digital printing business so is able to produce short digital runs for club stores. Danilo's sports range includes Premier League and EFL football clubs, Scottish football league clubs, the England Men's & Women's Football teams. Plus also England Cricket, the England, Scottish and Welsh Rugby Union teams

Grange Communications has been a leading publisher and distributor of best-selling calendars and annuals for over 30 years. We specialise in OFFICIAL television, film, entertainment, music, football and sports titles. We also produce a wide selection of cards, diaries and desk calendars. We have a team of innovative, award-winning graphic designers working on all our titles, as well as a dedicated, hard-working sales and customer service team.

INFO@DANILO.COM  
WWW.DANILO.COM  
FRONTDESK@GRANGECOMMUNICATIONS.CO.UK  
WWW.GRANGECOMMUNICATIONS.CO.UK

## DEPENDABLE SOLUTIONS

STAND 82



Dependable Solutions helps licensors, licensees, and licensing agents simplify every step of the brand licensing process. From streamlining product approvals and automating royalty calculations to asset sharing and contract management. Our software and services reduce manual work, increase compliance, and uncover revenue opportunities. Visit us at booth 82 to see how our award winning software is helping teams around the world take control of their licensing operations - fast, accurate, and built for scale.

SALES@DEPENDABLESOLUTIONS.COM  
[HTTPS://WWW.DEPENDABLESOLUTIONS.COM/](https://www.dependablesolutions.com/)

## DESERT CACTUS

STAND 39



"Desert Cactus is a U.S.-based merchandise company specializing in officially licensed products sold across Amazon (U.S. & Canada), in-venue retail, and special events. Our product lineup includes flags, stickers, keychains, posters, headwear, and more.

We're proud partners with nearly two dozen top football clubs and federations — including Arsenal, Chelsea, Man City, Liverpool, FC Barcelona, Real Madrid, Borussia Dortmund, USA Soccer, and Argentina FF — along with the NBA, hundreds of colleges & universities, and additional global brands.

Our focus: deliver quality, authenticity, and performance-driven results for fans and partners alike."

BRAD@DESERTCACTUS.COM  
WWW.DESERTCACTUS.COM



"Drew Pearson International was founded in 2005 specialising in design and manufacture of Baseball Caps, Knitted Hats, Bags, Scarves and Gloves. Our product range covers all types of men's, ladies and children's headwear and accessories. All of our 'state of the art facilities' are audited and compliant to a globally recognised standard, supplying major High St. retailers, Supermarkets, Football, Rugby, Cricket and Sporting clubs. We are enhancing our commitment to responsible sourcing throughout the supply chain and committed to long term sustainability, reduction of plastic usage, greenhouse gases, energy and water consumption in all aspects of our business."

MICHAEL.BALL@DPIEUROPE.CO.UK  
WWW.DPIEUROPE.CO.UK



Ecell Global is a trusted international supplier of officially licensed tech and lifestyle accessories, proudly serving fans and brands for over 20 years. Specialising in sports merchandise—from custom phone cases to gaming skins and décor—we fuse premium design with authentic club branding. Our "Just In Time" manufacturing and global distribution ensure high-quality, personalised products at scale, perfect for retail, e-commerce, and fan activations. Headquartered in the UK and active across Europe, Asia and USA. Ecell partners with leading football clubs and sporting brands to deliver merchandise that inspires loyalty, pride, and passion.

GEMC@ECELLGLOBAL.COM  
WWW.GOHEADCASE.COM



"Ellis Sports designs premium garments made from 100% sustainable cotton, blending sporting heritage with modern responsibility. With a focus on quality and authenticity, Ellis Sports offers professional clubs apparel that reflects tradition while meeting today's demand for sustainable production.

Ellis Rugby, the retail brand of Ellis Sports, celebrates the rich culture and history of rugby. Its collections honour the great stories and players of the game, providing clubs and fans with heritage-inspired clothing that combines style, legacy, and passion for the sport."

INFO@ELLISRUGBY.COM  
WWW.ELLISRUGBY.COM  
WWW.ELLISSPORTS.COM



We're Elms, the UK leader in sportswear and leisurewear personalisation and customisation. We partner with the biggest names, brands, and governing bodies to bring their boldest apparel visions to life. Combining over three decades of tradition with a modern, scalable approach, we are the UK's premier name for personalised, high-quality customisation solutions. Across state-of-the-art facilities in Kinsale, Ireland, and Macclesfield, UK, we offer a seamless, end-to-end experience that puts our client at the heart of the process.

INFO@ELMSMARKETING.CO.UK  
HTTPS://ELMSMARKETING.CO.UK/



We are dedicated to celebrating the joy of family parties. From kids' birthdays to casual home gatherings and match-day celebrations, we make it easy for families to host memorable parties, anytime and anywhere. We are proud to be officially licensed to produce party products for over 15 top football clubs and national teams — including themed party boxes and foil balloons, which are perfect for football-themed birthdays, match-day gatherings, or fan celebrations at home and beyond.

ADMIN@PARTYDROID.COM  
[HTTPS://PARTYDROID.CO.UK](https://partydroid.co.uk)



"Specialising in licensed merchandise from top Premier League and Scottish Premiership teams, and stocking everything from keychains to duvet sets across its growing network of brick-and-mortar locations, Fan Club offers a one-stop destination for loyal supporters and on-the-ball gift-givers alike.

With a developing direct-to-retail licensing portfolio that includes relationships with Arsenal and Manchester City, Fan Club is also looking to partner directly with clubs across the football pyramid on retail opportunities.

Fan Club is the latest exciting retail concept from Calendar Club, the Exeter-based company with over 25 years' experience as a leading seasonal retailer across the UK & Ireland."

CONNECT@FANCLUBSHOP.CO.UK  
[WWW.FANCLUBSHOP.CO.UK](http://www.fanclubshop.co.uk)



"FanBase is a UK-based manufacturer specialising in high-quality knitted merchandise. With decades of combined industry experience, our team provides a complete end-to-end service, from transforming your initial ideas and designs into fully bespoke products, through to global delivery.

We're proud to partner with some of the world's leading sports clubs and agencies, delivering custom merchandise across the globe on a weekly basis.

At FanBase, we're built on three core values: Trust, Integrity, and Timely Delivery of Premium Products."

IAN.PEARCE@FANBASEUK.COM  
[HTTPS://WWW.FANBASEUK.COM/](https://www.fanbaseuk.com/)



"FOCO is a leading manufacturer of sports and entertainment merchandise, specializing in a comprehensive portfolio that includes apparel, accessories, toys, collectibles, novelty items, and more. Leveraging prominent licensing agreements, robust operational capabilities, and a committed workforce, FOCO consistently achieves significant growth and market presence.

Our continued success is driven by our ability to introduce innovative designs, strategic concepts, and advanced manufacturing processes to categories poised for evolution. We are actively seeking dedicated and motivated professionals to join our organization and contribute to our ongoing development and success."

UK.FOCO.COM

## FOOTBALL TRADE DIRECTORY

STAND C16



"The Original Football Supplier Guide

The Football Trade Directory was established in 2007 and is a key resource for anyone involved in running a football club. We are more than just a directory though and provide consultancy and research services for many leading brands.

We also run Football & Rugby Business Networking Events around the UK, our remaining events this year are:  
- 25th September at Accu Stadium, Huddersfield  
- 6th November at Hampden Park, Glasgow

Both events run from 10:30am - 3pm and are free to attend for delegates, we also have exhibitor spaces available for both events. "

OFFICE@FOOTBALLTRADEDIRECTORY.COM  
WWW.FOOTBALLTRADEDIRECTORY.COM/

## FOUNDRY SOURCING

STANDS 52 & 75



Foundry Sourcing offer design, sourcing, and the supply of lifestyle apparel to both the sports merchandise and high street sectors. We have extensive experience of successfully supplying high quality bespoke multi product solutions across Men's, Ladies and Children's lifestyle clothing. We work closely with our clients to understand their brand DNA by utilising an extensive knowledge of design, garment construction and manufacturing. We manage programmes from initial concept through to final production and delivery and provide the right commercial solution and service to enable our clients to successfully build their brand.

ANDREW@FOUNDRYSOURCING.CO.UK  
WWW.FOUNDRYSOURCING.CO.UK

## FOUREX GROUP

STAND 26 & 27



The Fourex Group are a leading manufacturer and Supplier of Retro Shirts and Leisurewear with their large portfolio of heritage football brands, and a major supplier of bespoke White label merchandise & fashion wear to the Football market. We have our own in house manufacturing facility where we produce sublimation sportswear, with full embroidery and print facilities in house, enabling us to offer all size clubs a print on demand facility. What we offer is unique within this industry - we are innovative, we are diverse, our service is second to none and we offer lowest MOQ's in the Industry.

SALES@FOUREXGROUP.COM  
WWW.FOUREXCLOTHING.CO.UK

## FRESH EGO KID

STAND C19 & C20



"We are the perfect mix of nostalgia and modern concepts. Football culture, urban music and streetwear fashion all in one. We are all about having pride in your appearance, feeling empowered and confident, and staying in touch with your inner child to remember that you're never too old to do anything.

Having been established in 2010 by former professional footballer Marvin Morgan, Fresh Ego Kid has evolved into one of Europe's most influential streetwear brands. Its foundation lies in the fusion of football and music cultures, driven by a passion for premium practicality."

DYLAN@FRESHEGOKID.COM  
WWW.FRESHEGOKID.COM/



"Great British Jigsaws is a manufacturer of bespoke jigsaw puzzles. Made in the UK to the highest standards and with min orders from just 10 units and a lead time of only 4 weeks makes us the go to company for any football clubs wanting to produce their own range of jigsaw puzzles. We work with West Ham FC, Leeds United FC, Brentford FC, Stoke City FC, Oxford United FC and Watford FC to name a few.

We also have a sister company, The Calendar Company which produces calendars, greeting cards and presentation boxes for the football industry too"

DARREN.COGGER@GREAT-BRITISH-JIGSAWS.CO.UK  
WWW.GREAT-BRITISH-JIGSAWS.CO.UK



"Hello Straw is a global leader in sustainable paper products, with over 30 years of experience through our parent company in marketing, promotion, innovation, and supply-chain solutions. Our products are 100% compostable, recyclable, and eco-friendly, delivered with a focus on quality, reliability, and responsibility. Building on our success across retail, hospitality, and events, we're now expanding into the sports industry—helping clubs offer eco-friendly merchandise and enabling fans to enjoy snacks and drinks more sustainably. From branded cups to paper cutlery and promotional giveaways, Hello Straw delivers green solutions teams and supporters can feel good about."

INFO@HELLOSTRAW.COM  
HTTPS://HELLOSTRAW.COM/



"Hy-Pro has over 20 years of history within sports licensing.

The company has built an extensive distribution network and a large variety of industry-wide relationships. With offices now open in the US & Hong Kong, Hy-Pro continues to extend their reach into new territories. Alongside a comprehensive license portfolio, regular tournament product ranges, and a focus on promotional product opportunities, Hy-Pro have now successfully established their own brand of sporting equipment covering football, basketball, rugby, tennis, table tennis, badminton, cricket & baseball. "

INFO@HY-PRO.CO.UK  
WWW.HYPROSPORTS.COM



i-Tex are leading suppliers of bespoke merchandise with a successful track record of over 20 years' experience creating apparel for some of the world's biggest sports names. We have an in-house design and product development team who track current market trends and source innovative fabrics, trims and branding applications to create unique bespoke seasonal collections. Our long-standing relationships with proven, fully compliant factory partners enable us to select the best resource to create product to suit your market requirements in terms of quality, price and delivery.

WWW.I-TEXUK.COM

## IDL PRODUCTS



## STAND C4

"I have worked in advertising for over 20 years in Germany. After that, I moved to China, where I have been specializing in decorative Christmas lighting for more than 20 years. Altogether, I have over 40 years of experience with merchandise items, having participated in trade fairs such as Frankfurt, Canton, Hong Kong, Düsseldorf, and PSI.

For the first time, I am now introducing merchandising items that all incorporate lighting. I am a lighting specialist and designer, holding numerous copyrights, utility patents, and design patents. Throughout my career, I have worked with 20 major clients over a span of more than 30 years—and I have never lost a case or a project."

[IDL.LTD@HOTMAIL.COM](mailto:IDL.LTD@HOTMAIL.COM)

## INITIAL INCENTIVES LTD

## STAND 5



Initial Incentives is a merchandise business with over 30 years' experience. We service major sporting brands in the UK and Europe, supplying an extensive range of ethically sourced merchandise. We understand each club is unique, with its own identity and fans, and that is the focus of each item we supply. We supply bespoke merchandise for retail, corporate gifts, membership packs, match day gifts and stadium giveaways. We have an array of services including an in-house design team, a dedicated sourcing team in our Taiwan office, and a sales and warehouse team based in both the UK and Europe.

[KELLIE@INITIALINCENTIVES.COM](mailto:KELLIE@INITIALINCENTIVES.COM) / [SALES@INITIALSPORTS.COM](mailto:SALES@INITIALSPORTS.COM)  
[INITIALINCENTIVES.COM](http://INITIALINCENTIVES.COM) / [INITIALSPORTS.COM](http://INITIALSPORTS.COM)

## ION8 SPORT

## STAND 93



ION8 Sport creates premium officially licensed water bottles for the world's biggest sports brands, including the NFL, NBA, British & Irish Lions and MotoGP. Our designs are tailored, bold, and built to perform. Trusted by global leagues and top teams alike, we deliver standout hydration solutions that combine cutting-edge design with elite functionality. Whether through licensed collections or direct team partnerships, ION8 Sport is the go-to choice for world-class sports merchandise.

[SA@AYDYA.CO.UK](mailto:SA@AYDYA.CO.UK)  
[HTTPS://WWW.ION8.CO.UK/PAGES/ION8-SPORT](https://www.ion8.co.uk/pages/ion8-sport)

## JACK & JONES MERCHANDISE

## STAND 2 & 3



"JACK & JONES Merchandise is a specialized unit within JACK & JONES, dedicated to creating custom collections built from the core of your brand identity.

Backed by 30 years of fashion expertise, our specialized business unit within JACK & JONES designs customized merchandise collections tailored to your fanbase.

We craft collections that blur the lines between wardrobe and lifestyle — pieces that reflect your fans' passion and identity. In close collaboration with you, we create collections that resonate on a deeper level. Because we know it means something."

[FELIX.TILLER@BESTSELLER.COM](mailto:FELIX.TILLER@BESTSELLER.COM)  
[HTTPS://APP.TOUCHTECH.COM/SENDOUTS/P/AFc0BF2C-5351-48CB-B5AC-0062BCC30FE2?](https://app.touchtech.com/sendouts/p/afc0bf2c-5351-48cb-b5ac-0062bcc30fe2?tenant=0a312b5a-b469-406a-956a-c67b597c5331)  
[TENANT=0A312B5A-B469-406A-956A-C67B597C5331](https://app.touchtech.com/sendouts/p/afc0bf2c-5351-48cb-b5ac-0062bcc30fe2?tenant=0a312b5a-b469-406a-956a-c67b597c5331)



JONAS SPORTS

STAND 8



"Jonas Sports is a trusted technology partner for sports organisations, offering a powerful, integrated platform built specifically for the needs of the modern sports industry.

Formed in 2019 with a mission to help sports organisations grow revenue and deepen fan engagement, we bring together specialist technologies designed specifically to support the sports landscape.

With the backing of our parent company, Vesta Software Group, Jonas Sports continues to grow, expanding our offering across retail, payments, data, and fan engagement, with integrations into many platforms. Every acquisition strengthens our platform and reflects a long-term commitment to supporting sports organisations at every level."

TEAM@JONASSPORTS.COM  
HTTPS://JONASSPORTS.COM/

LABEL LAB

STAND 38



"Label Lab Group Ltd was created in 10 years ago and has during this time gained an impressive reputation for innovative designs, very high manufacturing standards, outstanding delivery track record and unrivalled integrity and trust throughout the Premier League, Championship, Bundesliga, England Netball and the netball SuperLeague.

We also create bespoke collections outside of sport and work with fashion and corporate environments, always delivering best in class and in-house design, exclusive manufacture and tailor made delivery."

JASON@LABELLABGROUP.COM  
WWW.LABELLABGROUP.COM

LICENSI AGENCY

STAND 83



"Licensi is a pioneer boutique licensing agency in the Balkans and the MENA region. The company represents, both regionally and globally, world-renowned brands including Maradona, The Messi Brand, 442oons, emoji@ – The Iconic Brand, Monte Carlo Lifestyle, Yu-Gi-Oh! and Stickito Stickers & Cards Collectibles. Licensi is also the organizer of the first Sports Merchandise & Licensing Expo and Webinar in South-East Europe and the MENA region, further establishing its role as a connector and innovator in the sports licensing ecosystem."

HELLO@LICENSI.GR  
LICENSI.GR

MACS SL

STAND C11



For over 20 years, we have specialized in two key product categories: silicone bracelets and plexiglass keychains. We create top-selling team merchandise that fans adore, offering fully customized designs. Additionally, we are proud to hold 13 licenses, reflecting our strong partnerships.

WWW.MA-CS.EU



## MANLEY & MOOSH LTD

STAND C9



Founded by beloved TV personality Cliff Parisi, Manley & Moosh is a men's skincare brand offering high end, socially conscious, products made with responsibly sourced ingredients. The fast absorbing moisturiser, suntan lotion and body lotion caters to the modern man's skincare needs and champions sustainability with refillable options. Parisi's vision is to elevate men's grooming without compromising environmental vales.

HELLO@MANLEYANDMOOSH.COM  
HTTPS://MANLEYANDMOOSH.COM

## MARKENMERCH GMBH

STAND C14



"Mycapy ® is our new MARKENmerch brand, a cool key chain designed as a baseball cap with bottle opener. Already from a purchase number of at least 250 pieces, we can customize our Mycapys ® individually to your personal desire. Our Mycapy ® is a top-selling and trendy merchandising item and the perfect advertising gift, especially for younger generaions due to its cool function to be used as a bottle opener"

MYCAPY@MYCAPY.DE  
WWW.MYCAPY.DE

## MASTERS OF METALWORK

STAND 4



"A multi award-winning company, with a creative team named one of the top 100 in the global licensing industry, we create gifts and limited edition, individually numbered collectibles for some of the biggest entertainment brands in the world.

MOQ's typically just 500 pieces with a proven track record of generating serious sales for our club store partners. For almost 20 years we have produced pieces for fans of film, sport and video games, let us help you create some truly unique product that will excite your fans in 2026."

INFO@MASTERSOFMETALWORK.COM  
WWW.MASTERSOFMETALWORK.COM

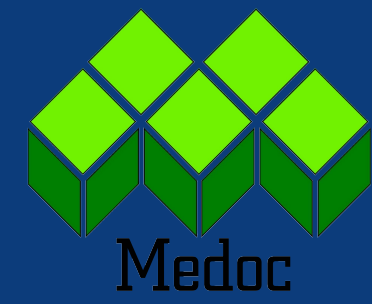
## MBA MERCHANDISING

STANDS 18 & 19



MBA Merchandising is a trusted partner for businesses and organizations seeking bespoke merchandising solutions. With a design-driven approach and an international sourcing network, the company manages every stage of the value chain—from concept to delivery—ensuring impact, quality, and brand alignment.

CONTACT@MBA-MERCHANDISING.COM  
WWW.MBA-MERCHANDISING.COM



"As specialists in multi-channel merchandising systems for Sports outlets, we're excited to once again showcase our powerful zTSM suite at Stand 53 at SMLS.

zTSM is a fully integrated platform offering seamless management of merchandise and food & drink operations. It combines CRM, ePOS, eCommerce, Business Intelligence, and real-time dashboards with advanced features including: Wholesale & Warehousing Management; Self-Service Kiosks with RFID; In-Stadia and Kit-Man Apps; Comprehensive Data Analytics & Reporting.

Be sure to check out our latest mini-POS app, enabling sales directly through your card terminal — fully linked to zTSM. A true game-changer for venue retail!"

INFO@MEDOC.CO.UK  
WWW.MEDOC.COM



Partner merchandising fair in Hamburg

MESSE@HSV.DE  
HTTPS://MERCHANDISING-MESSE.DE/



NJ Garments Ltd is an ethical and sustainable UK-based sports merchandising company that offers quality products with a fast turnaround time at an affordable price through our Manchester factories. Founded in 2017 we moved into the sports merchandising industry in 2021 and now supply over 60 UK football clubs with scarves, jumpers, beanies, cushions, and many more.

RICK@NOTJUSTCLOTHING.COM



We help Licensors gain control of their licensing lifecycle through a robust suite of products, tools and services including: BrandComply - our suite of web-based tools to manage contracts, royalties, factory and product compliance, digital assets, approvals, and brand protection and much more through a single intuitive interface. Verity - Micro-optics based brand protection programs in a variety of formats including hang tags, labels and sewn-ins all delivered with a comprehensive consumer engagement platform. LEAP - Our Licensee Express Automation Platform allows licensees to greatly reduce workload

INFO@OCTANE5.COM  
WWW.OCTANE5.COM

## ODDBALLS

STAND 11

# OddBaLLs

Founded in 2014, OddBalls was created to shake up the boring underwear market with bold, vibrant designs. Since day one, our mission has been to bring comfort through colourful prints and top-quality products. OddBalls isn't just about fun underwear – it's about championing diversity & inclusion with something for everyone. Whether you're after men's or women's boxers, briefs, knickers, or undies – we've got you covered. We partner with dozens of professional sports teams across retail and licensing as well as being the Official Underwear Licensee for the main governing bodies of sport in the UK!

MATTHEW@MYODDBALLS.COM  
WWW.MYODDBALLS.COM

## OFFICIAL CAR MATS

STAND C13



We are a UK Manufacturer who have been manufacturing car mats for over 30 years. Official car mats creates premium custom-fit car mats with official licensed sports branding, giving fans a unique way to show their team pride every day. Our tailored car mats combine high-quality materials, perfect fit and bold, durable designs that bring teams identity to fans vehicle's. We work closely with clubs to delivery fully branded licensed products that appeal to loyal supporters and enhance merchandise portfolios. with experience in producing quality mats for for a range of Sports teams for over 30 year's.

DAWN@CARESENTIALS.CO.UK  
WWW.OFFICIALCARMATS.CO.UK

## ORIGINAL METAL SIGN CO

STAND 7

The **ORIGINAL METAL SIGN** Co.

We are one of the UK's largest, privately owned manufacturers of decorative and vintage style wall art. We offer high-quality BEAUTIFULLY BRITISH products, to cherish and keep. Using finest quality Welsh Steel, our signs are designed, crafted and hand-finished on-site at our purpose built factory on the edge of the Yorkshire Dales. All our images are available as METAL WALL SIGNS, FRIDGE MAGNETS, DANGLERS, MUGS, COASTERS offering you a unique collection of artworks, with new lines always being added. We supply many Football Clubs throughout the U.K. with our bespoke manufacturing and low moq's.

SALES@ORIGINALMETALSIGNS.CO.UK  
WWW.ORIGINALMETALSIGNS.CO.UK

## PEERS HARDY

STANDS 73

# PeersHardy Group

Peers Hardy are manufacturers and suppliers of adult and kids quartz watches, adult and kids smart watches, clocks and tech accessories. We are also proud to be able to offer dual branded watches under the British watch brand, Rotary, which is well known across the world. We brand our products and packaging for many football clubs and businesses and can offer low MOQ's, affordable pricing and short lead times.

JBARRETT@PEERSHARDY.CO.UK  
[HTTPS://BROCHURES.PEERSHARDY.CO.UK/VIEW/993720404/](https://brochures.peersh Hardy.co.uk/view/993720404/)

PLAYR-FIT TEAMWEAR

STAND C7 & C8



Playr-Fit is a sportswear brand specialising in high-performance teamwear, bold retro collections, versatile white-label solutions, and innovative print-on-demand products. Proudly rooted in grassroots sport, we work with clubs, schools, and organisations across the world, delivering custom gear that blends style, comfort, and function. Our teamwear range is trusted by athletes across all sports, while our retro ranges tap into nostalgia with designs that celebrate club heritage and community pride. For partners seeking brandable merchandise, our white-label service offers a seamless route to premium custom sportswear, and our print-on-demand capabilities enable fast, scalable solutions

KIERAN@PLAYR-FIT.COM  
WWW.PLAYR-FIT.COM

PREMIER SPORTS PRINTS

STAND 10



We offer the opportunity for clubs/sports/associations to make great profits from our business becoming an official licensee, we offer amazing high quality products and unique items to your customer base with global distribution and multiple platforms we can expose the range of amazing products with minimal work from the club.

INFO@PREMIERSPORTSPRINTS.CO.UK  
WWW.PREMIERSPORTSPRINTS.CO.UK

PLYRS-FOOTBALL UPCYCLING

STAND 81



"PLYRS | [www.ballplyrs.com](http://www.ballplyrs.com)

At PLYRS, we give sports balls a second life. We upcycle used footballs, basketballs, American footballs, handballs, and similar gear into unique, high-quality fan merchandise, turning waste into value.

As the only company in the world with a professional solution to produce merchandise from old balls, we're proud to lead a sustainable innovation from Dutch soil that combines circular design, sport, and impact."

INFO@BALLPLYRS.COM  
WWW.BALLPLYRS.COM

PRIMEHIDE AND CMC

STAND 24 & 25



"CMC Design is a leader in custom golf accessories, supplying fine metal and leather goods to premier golf, resort and corporate facilities worldwide.

Based in Scottsdale, Arizona, CMC has grown from a boutique provider of custom golf bag tags to a trusted partner providing a broad range of distinctive, high-quality golf accessories and exclusive gifts customised for an international clientele. While we take great pride in offering exceptional products, we are also proud of our heritage. CMC Design began offering finely crafted metal golf bag tags in 1993. Right from the start, the company set high standards for both product quality and customer service – a commitment that enabled us to become the number one supplier of custom bag tags and repair tools worldwide.

Firelog:  
WE SUPPLY QUALITY LEATHER ACCESSORIES ( WALLETS, CREDIT CARD HOLDERS, WASHBAGS, BELTS, HOLDALLS ETC TO HIGH STREET STORES, INTERNET COMPANIES & FOOTBALL CLUBS. WE HAVE OUR OWN DESIGN TEAM AND OFFER BESPOKE PRODUCTS AND PACKAGING."

ROBERTN@CMCDESIGN.COM  
"WWW.CMCDESIGN.COM  
WWW.FIRELOGLTD.CO.UK"

## PRO SCARVES

## STAND C10



"ProScarves.com specializes in premium, high-resolution knitted football scarves and beanies. If you are looking for exceptional quality and a reliable manufacturer with many years of experience, we would be delighted to work with you."

OFFICE@PROSCARVESC.COM  
PROSCARVES.COM

## RGB HEADWEAR

## STANDS 35

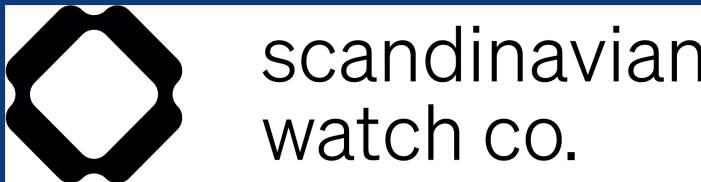


"RGB HEADWEAR is the UK & Europe's leading specialist in premium custom headwear covering over 30+ silhouettes. With decades of combined industry experience, RGB delivers exceptional quality & flexible service to clients ranging from independent labels to global fashion & sports brands. Our commitment to quality, customer service, innovation, honesty, transparency, and adaptability ensures every design—from snapbacks and bucket hats to bobble knits—is precisely crafted to brand vision. Each silhouette can be paired with a wide variety of fabrics and applications to create the perfect custom headwear piece for your brand."

MEGAN@RGBGEADWEAR.COM  
WWW.RGBHEADWEAR.COM

## SCANDINAVIAN WATCH CO.

## STAND C3



At Sport Design Sweden, we're all about building and elevating our customer's brand, not ours. With high quality products and great Scandinavian design, we let our customers express themselves & their brand through custom merchandise that speaks to their community. Today, Sport Design Sweden is present in over 700 mountain and summer resorts, including several of the most prestigious and well-known resorts in the world. We work with over 600 sport teams, many of them in the world's biggest leagues such as the English Premier League, Spanish La Liga, NHL, NBA, and the MLS, just to name a few. With a rich heritage in watchmaking and a commitment to excellence, Scandinavian Watch Company is a leading designer and manufacturer of custom-made watches. Born and raised in Sweden, we design, produce and deliver personalized timepieces of the highest caliber, catering to discerning brands and sports clubs looking to sell watches under their own brand names.

MARTIN@SCANDINAVIANWATCHCO.SE  
[HTTPS://WWW.SCANDINAVIANWATCHCO.SE/](https://www.scandinavianwatchco.se/)

## SCORE DRAW KING OF RETRO

## STAND 43 & 84



The Score Draw brand is the leading supplier of official retro football shirts in the World. Score Draw football shirts are officially licensed and endorsed by football clubs and federations accommodating over 600 styles from over five decades – the market leader. Every Score Draw football shirt is meticulously researched and designed – a football shirt fit for heroes – accepted by football clubs, football players and football supporters as the definitive reproduction. Your Score Draw football shirt has been manufactured and monitored with strict adherence to the highest quality and ethical standards. Score Draw - King of Retro

[WWW.SCOREDRAW.COM](http://WWW.SCOREDRAW.COM)



For 13 years, SGBALL has been designing and producing 100% personalised, made-to-measure sports balls, helping professional football and rugby clubs to create their supporter merchandising. This experience has enabled us to develop a high level of expertise in terms of quality, production and finishing requirements, as well as in the graphic creation of unique designs. We put this know-how at the service of promotional agencies, with a range of products adapted to the advertising market. By placing your trust in us, you benefit from personalised support, specialist advice and guaranteed quality products that meet the expectations of a demanding market.

SALES@SGBALL.COM  
WWW.SGBALL.COM



Helping football clubs uncover the true uncapped potential of retail. SLIDE 7 is a headless ecommerce platform built specifically for the unique demands of football retail. We help clubs deliver faster online stores, better fan experiences, and greater flexibility – without the cost, delays, or complexity of traditional tech projects. Trusted by leading clubs and backed by over £2B in retail expertise, SLIDE 7 gives your team the tools to move faster, sell more, and stay in control.

SLIDE7.COM



"Reusable Carrier Bags, E-com Mailers, Luxury Hospitality Bags & Presentation Boxes. Sustainable Packaging : designed and delivered. We have a rich history of collaboration with clubs to achieve modern packaging portfolios that add value for all involved in the game. Environmentally Friendly, Sustainable Materials Creative Design Support CO2 Mapping Capability Own Transport Fleet – direct to store delivery capability. Established 1801, Our goal is to share expertise alongside an innovative approach to in store and online."

IMCKUHEN@SMITHBATESON.CO.UK  
WWW.SMITHBATESON.CO.UK



"We are a global apparel sourcing and distribution company with over 30 years experience in the textile industry, with production and innovation centres in China, Türkiye, India, Pakistan, and Indonesia. Over the years, we have developed a range of pioneering solutions for global brands and retailers, while staying true to our mission to combine great product design and quality, with sustainable development and compliance."

SALES@UKSOURCELAB.COM  
UKSOURCELAB.COM

## SPHERE TIME LIMITED

STAND 32 & 33



Sphere Time specialises in the global design, production, and distribution of tailor-made branded watches and clocks. With a passionate team and deep expertise in watchmaking, we focus on B2B solutions for marketing, merchandising, and promotional needs. Our wide range of customizable models—including classic, sporty, fashionable, smart, and fitness watches—caters to men, women, and children. We collaborate closely with clients to align every design with their brand identity and business goals. Trusted by renowned global brands across industries, Sphere Time has earned a leading market position and a strong reputation for delivering high-quality, personalized timepieces worldwide.

INFO@SPHERETIME.COM  
WWW.SPHERETIME.COM

## SPORT DESIGN SWEDEN

STAND 13,14,15,28,29,30



We focus on you. Your brand, your story, your community. We offer Creativity and Quality like no one else.

ADAM.JOHANSSON@SPORTDESIGNSWEDEN.SE  
HTTPS://WWW.SPORTDESIGNSWEDEN.COM/

## SPORTEM

STAND 20



"Since 2015, SPORTEM has established itself as a key B2B trade show in France for professionals in the sports business. The 2026 edition will take place in January at the Parc des Princes, Paris. It will be another opportunity to highlight the fan experience, its components (ticketing, data management, fan experience, F&B, merchandising, etc.), best practices, and solution, product, and service providers."

BENJAMIN.GOURBEYRE@SPOREO.FR  
WWW.SPORTEM.FR

## SPORTSPRO

STAND C1 & C2



SportsPro was founded in 2022 and has quickly established itself as a leading voice in the sports community. The brand's aim is to provide a comprehensive product range to the industry, helping sports organisations, brands, and teams stay ahead of the curve in an ever-evolving market. Using hummel's library of iconic & nostalgic retro jerseys, we bring them back to life by replicating the original. Hence, it's a seamless transition from the past to today whilst expanding the collection with other key pieces. We also offer a comprehensive retro collection to non-hummel clubs via a mono-branded opportunity.

HELLO@SPORTS-PRO.WORLD  
HTTPS://SPORTS-PRO.WORLD





"Established in 1993, we are specialists in sourcing, branding and supplying bespoke merchandise to a broad range of sectors including sports, leisure, charity, travel and tourism. We work with a large range of UK, Far-East and European suppliers and deliver quality products to customers both nationally and internationally. We are at the forefront of product development and innovation adding over 250 products per year to our range across a variety of categories. Additionally we run a licensing programme for sporting clients which has been evolving since 2008. Our HQ is based in Huddersfield with a vast showroom available to browse at your leisure."

[sarah@storm-international.com](mailto:sarah@storm-international.com)  
[www.storm-international.com](http://www.storm-international.com)



"World-class sports and stadium software. Game-changing retail, market-leading hospitality, 360° fan engagement and world-class ecommerce. Run your professional sports club better than ever before."

With experience across retail, service delivery, strategy and tech in the world of professional sport, the team behind Swan Retail understands the industry intimately – and isn't afraid to look at problems from a different angle to find the best solution."

[SALES@SWANRETAIL.CO.UK](mailto:SALES@SWANRETAIL.CO.UK)  
[HTTPS://WWW.SWANRETAIL.CO.UK/](https://www.swanretail.co.uk/)



T&F Sports Apparel. Design , Source and Supply direct to Clubs / Companies. Own Inhouse Design Team that can move quickly and efficiently to customers ' requirements. Sourcing in many countries and Supplying many Clubs / Associations and Companies. The genuine 'One Stop' for all your product needs.

[EMMA@TFSPORTSAPPAREL.CO.UK](mailto:EMMA@TFSPORTSAPPAREL.CO.UK)  
[WWW.TFAPPAREL.LTD](http://WWW.TFAPPAREL.LTD)



UK Manufactured, eco-friendly sports merchandise for retail, events and hospitality gifts. The Funky Deer Sports Club Merchandise is a UK company located in the Greater Manchester area. All our products are made in-house by our own dedicated team. We design, produce and supply unique products made from bamboo, wood, slate and acrylic to professional football, rugby and basketball clubs. We also supply high-quality items for corporate and hospitality events. At The Funky Deer, we pride ourselves on our environmentally friendly and sustainably sourced products. Using materials such as natural slate, MDF veneered oak and compostable bamboo.

[CHRIS@THEFUNKYDEERSPORTSCLUBMERCHANDISE.CO.UK](mailto:CHRIS@THEFUNKYDEERSPORTSCLUBMERCHANDISE.CO.UK)





For the past decade, The Gift Scholars Ltd has proudly provided high-quality homewares, gifting and plush products, with a strong presence in the sports merchandise industry. As we celebrate our 10th year in business, we remain committed to delivering innovative, premium products to our customers while continuing to expand both our product range and our portfolio of licensing partnerships.

[WWW.THEGIFTSCHOLARS.COM](http://WWW.THEGIFTSCHOLARS.COM)



Tiger Merchandising works closely with football clubs to develop unique and engaging fan merchandise. The product range includes 2D and 3D puzzles as well as bricks products, all designed to capture the spirit of the club and strengthen the bond with supporters. By combining creativity, quality, and brand identity, Tiger Merchandising delivers promotional items that turn passion for football into memorable fan experiences.

[INFO@TIGERMDS.COM](mailto:INFO@TIGERMDS.COM)  
[WWW.TIGERMDS.COM](http://WWW.TIGERMDS.COM)



"At TLB Sports, our mission is to deliver high-quality merchandise tailored for professional sports clubs. We've identified a growing demand for quick-response fashion products that are accessible to teams across the professional sports industry. We offer a custom design apparel service, specialising in premium products with the flexibility to produce a wide range of fashion-led items at low minimum order quantities. In addition, we are experts in UK-made bespoke knitwear, including: Club-branded Christmas jumpers, retro-inspired Kit Knits and high-street influenced fashion pieces."

[TOM@TLBSPORTS.CO.UK](mailto:TOM@TLBSPORTS.CO.UK)  
[WWW.TLBSPORTS.CO.UK](http://WWW.TLBSPORTS.CO.UK)



Established 40+ years ago, Weavabel provides sustainable branding solutions to the garment sector, managing a brand's trim's and packaging needs from concept through to delivery. Trusted by over 900+ brands, we deliver to over 64 countries globally from 9 strategically placed warehousing locations. Ensuring the highest quality products are delivered wherever you or your vendors need them, on time and in full. Using the latest technological advances in eco-based packaging and trim materials. We aim not only to offer you products which are fully traceable, but have also been developed with the future in mind.

[SALES@WEAVABEL.COM](mailto:SALES@WEAVABEL.COM)  
[WEAVABEL.COM](http://WEAVABEL.COM)

WIEBO INTERNATIONAL

Stand 77 &78



"WIEBO International B.V.  
Since 1993, WIEBO International B.V. has been a trusted specialist in sports merchandise for leading football clubs across Europe.

Our collections include socks, luxury scarves, baby & children’s wear, ties, knitted sweaters, caps, beanies, and Christmas jumpers.

We proudly supply clubs such as Chelsea, Manchester United, Liverpool, Manchester City, Juventus, AC Milan, Inter Milan, Ajax, Feyenoord, PSV, and many top German teams.

Visit us at stand 77/78 to discover how we can support your club or company."

WIEGER@WIEBOINTERNATIONAL.COM  
WWW.WIEBOINTERNATIONAL.COM

WINNING MOVES

STAND C17



Winning Moves is the owner of Top Trumps and produces custom games and puzzles, working in partnership with Hasbro Games to deliver unique editions of family favorites. From Top Trumps, Waddington Playing Cards and Puzzles, and the classic dice game Pass the Pigs, to iconic Hasbro titles like Monopoly, Guess Who, Cluedo, and Trivial Pursuit, we bring playful innovation to every project. Our bespoke games are perfect for retail, gifting, and events, allowing brands to connect with audiences in a fun, memorable, and interactive way.

BEN.LADDGIBBON@WINNINGMOVES.CO.UK

WORLD SPORTS MERCHANDISE

Stand 31



European Manufacturer premium scarves and textiles

MANAGEMENT@WORLDSPORTSCOMPANY.COM  
WWW.WORLDSPORTSCOMPANY.COM

YOUR OWN BRAND GOLF

Stand 76



Your Own Brand Golf works with many of the biggest and best golf resorts and pro shops around the world, including St Andrews and Turnberry here in the UK, to provide bespoke golf accessories and personalised merchandise to elevate our customers' brands. With increasing demand from golfers for better designed accessories from their favourite clubs, and with major kits suppliers like adidas and Castore now marketing golf-specific apparel collections, we are working with clubs to extend what is now one of the fastest growing product categories in sports retail. We are also bringing our groundbreaking XTool laser technology to help

SALES@YOUROWNBRANDGOLF.COM  
YOUROWNBRANDGOLF.COM

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7-9 OCTOBER

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Connect with fans through consumer products by meeting the decision makers that can make it happen.



**7-9 October**  
ExCeL London

[brandlicensing.eu](https://brandlicensing.eu)



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0161 488 1808 or [sales@uksourcelab.com](mailto:sales@uksourcelab.com)



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LICENSING UNLOCKED





# FIFA WORLD CUP 2022

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- BALLS
- GOALS



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FOOTBALLS  
DRINKWARE / GOALS  
ACCESSORIES / TABLE GAMES / LUGGAGE\*



The Sports Merchandise and Licensing Show 2025  
Tuesday 9th Sept - 9:30am to 16:00pm

**JOIN US ON STAND 1 & 42**

Hy-Pro International Limited,  
Unit 3, Holla Park, Thorn Rd,  
Houghton Regis, Dunstable LU5 6TZ, U.K.  
TEL: +44 (0) 1582 670 100

Email: [info@hy-pro.co.uk](mailto:info@hy-pro.co.uk) WEB: [www.hyprosports.com](http://www.hyprosports.com)

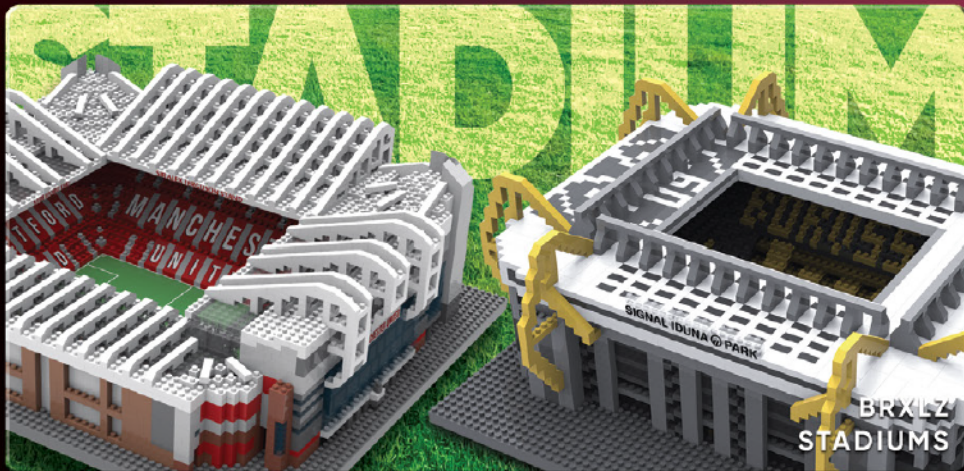




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The Sports Merchandise and Licensing Show Team would like to thank the following Sponsors for their support in making the Show a success each year:

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Storm International

We would also like to thank our returning exhibitors for their continued support each year and to all of the new companies who allow us to continue to grow the show every year.

We also thank all of the brands and retailers for joining us from all around the globe!

The Sports Merchandise and Licensing Show Team

[merchandiseshow@chelseafc.com](mailto:merchandiseshow@chelseafc.com)