



The Sports Merchandise & Licensing Show

2022 Show
Directory



WELCOME

to the Sports Merchandise and Licensing Show 2022!

We are pleased to welcome you back to Stamford Bridge again as we bring together the sports merchandise and licensing industry.

The digital brochure provides you with all of the information you require on our exhibitors to make your visit as productive as possible.

We would like to give special thanks to our exhibitors and visitors for making SMLS possible every year.

We hope you enjoy the event!

The Sports Merchandise and Licensing Show Team

✉ merchandiseshow@chelseafc.com

■ sportsmerchandiseandlicensingshow.com



SOURCING
We deliver products that are both creative and high quality.



DESIGN
Original, dynamic product design and collections that reflect market trends.



DISTRIBUTION
We ensure your brand identity will travel, giving the consumer the best possible access to your brand.



SOURCE LAB
For all product enquiries please contact Source Lab on 0161 488 1808 or sales@uksourcelab.com

please visit
www.uksourcelab.com

ARENA IMAGING



Stand 50 & 51

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 for our unique panoramic stadium photography - resulting in being the official licensee for UEFA covering Champions League and Europa Finals. We are actively acquiring licenses to expand our retail presence.

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.

- arenaimaging.com
Tim Ugbomah - Sales Manager
- ☎ 07977 414166
- ✉ tim.ugbomah@arenaimaging.com
Stacy Brown - Customer Care Manager
- ☎ 0845 8620217
- ✉ stacy.brown@arenaimaging.com
Chris Roberts - Operations Director
- ☎ 07725 059167
- ✉ chris.roberts@arenaimaging.com

BANBOTOYS



Stand 69

Manufacturers and distributors of figurines and action figures officially licensed by International football teams such as Barcelona, Chelsea, Arsenal, Tottenham, Manchester City and Liverpool.

We have turned the stars of the world of football into real collectible PVC figures for all the fans thanks to a meticulous manufacturing process that takes care every aspect of the player and the equipment in detail.

- www.banbotoy.com
- ☎ +34 666466080
- ✉ miquel@banbotoy.com

BDA LTD



Stand 76 & 77

Bensussen Deutsch & Associates, Ltd. is the strategic launch point for European companies seeking branded merchandise support. With our offices in London, Paris and Manchester we service both existing and new clients' worldwide marketing campaigns and growth initiatives through in-territory management and market-specific expertise.

Our European Teams bring more than 75 years of cumulative Industry experience to help clients with all merchandise requirements, from gifting programs, custom bespoke opportunities, web store development, premiums and many more. We've established a carefully tailored structure leveraging our global marketing and procurement expertise through the lens of the local markets we're targeting.

- bdainc.com
- ✉ jbailey@bdainc.com

BE THE STAR POSTERS

Stand 16



Be The Star Posters create and retail officially licensed sports poster designs.

Our current licensees inc the England Men's & Lionesses teams, Chelsea FC and a host of Premier League, EFL and SPL Clubs.

We now also offer products for additional sports including Rugby, Rugby League and Cricket too.

We pride ourselves on our unique designs and can offer a large range of styles that are available framed and unframed in multiple sizes.

Headshots, actions posters, shirt posters, retro shirt posters, team montages and iconic goal posters plus personalised designs are all part of our range that can be branded to your club.

Please come and visit us on stand 16 - our full range of designs can also be viewed online.

- bethestarposters.com
- ✉ info@bethestarposters.com

BOHEMIAN BRANDS



Stand 22

Bohemian Brands is a product creation specialist offering something different to the premium spirits sector.

Our sports licensing project is growing rapidly and we are creating bespoke gifting products for hospitality and retail for 25+ UK and European football and rugby clubs/associations alongside brands and artists from music, TV and film.

Our approach is simple. Create unique, exceptional craft spirits that embody an experience, distilled by artisans with respect for the finest ingredients, process and flavour. We then wrap this in creative, eye catching bottles and packaging creating products that look great, taste amazing and specifically target the impulse retail category.

BRANDCOMPLY VERITY OCTANES



octane5.com

denise@octane5.com

Stand 44

Serving Clubs, Federations and Organising Bodies from offices in the US and UK, Octane5 implements BrandComply Licensing Management Software and Verity micro optic brand protection technologies in a variety of formats including swing tickets and labels, with a comprehensive consumer engagement platform.

Octane5 is the Global Partner for Crane Currency.

BRAND LICENSING EUROPE 2023



cassius.anderson@informa.com

www.informamarkets.com

Stand 19

Brand Licensing Europe (BLE) is the only pan-European event dedicated to licensing and brand extension, bringing together retailers, licensees and manufacturers for three days of deal-making, networking and trend spotting.

BLE is a must-attend event for businesses looking to discover and secure deals with the most sought-after brands, characters and images available for licensing.

Exhibitors can meet key players, secure new licensing deals, showcase their brand and extend it into new categories & territories.

Attending BLE allows visitors to meet thousands of well-known brand owners, find inspiration for their next product range, gain practical advice and stay ahead of the latest consumer trends.

BRECREST SPORTS LTD



sales@brecrest.co.uk

Stand 36 & 37

Brecrest Fashion Ltd is a division of Blues Group Ltd and has been supplying Babywear and Toddlerwear to the Sports Industry, High Street Retailers and Independents for many years.

Our Sports License portfolio is currently listed as follows:

Direct to Retail

- Manchester United FC
- Arsenal FC
- Everton/Fanatics
- Aston Villa
- Formula 1/Fanatics
- Celtic FC
- Watford FC
- Wolverhampton Wanderers
- Leicester City
- Watford FC
- Castore/Rangers
- Castore/Newcastle FC
- Castore/Seville
- Castore/Aston Villa

Licenses

- Chelsea FC
- Tottenham Hotspur FC
- Manchester City CF
- West Ham FC
- Everton FC
- Wales Rugby/WRU
- England Rugby/RFU
- Scottish FA/JD Sports
- Scotland Rugby
- The FA

Also supplying to the major Supermarkets on the High Street inc George Clothing, Sainsburys/TU, Tesco, Primark and Sportsdirect.

Our aim is always to maintain the standard of excellence we have strived to achieve keeping at the forefront of innovation, design, ethical and safety issues and to enhance our portfolio further and to expand our customer base in this ever-growing market. Our motivation is to work in partnership with suppliers and customers and enhance our reputation. Our goal is simply to be "The Best".

CLEARCOURSE SPORTS



clearcoursports.com

info@clearcoursports.com

Stand 57

ClearCourse Sports provide world-class sports and stadium software to enable you to run your professional sports club better than ever before.

With experience across retail, service delivery, strategy and tech in the world of professional sports, our team understands the needs of the industry intimately - and isn't afraid to look at problems from a different angle to find the best solution.

We are disruptively ambitious and continuously invest in new technology and brilliant integrations to ensure that our software solution remains world class.

Talk to us about game-changing retail, market-leading hospitality, 360° fan engagement and ecommerce.

CLUB SHOP GOODIES

Stand 63



clubshopgoodies.com
07836 514054
Kevin@clubshopgoodies.com

We at CLUB SHOP GOODIES supply branded merchandise to ALL SPORTS SECTORS. We can supply either bulk packed or retail ready with header cards and barcodes.

We offer a wide range of products, many of which are sourced in the UK so quick turnarounds and small quantities are often possible.

CLUB SHOP currently work with a number of football and sport clubs. We supply membership and corporate departments with corporate merchandise, as well as retail products for club stores, supplying everyday items such as pin badges, pens or even foam hands for that big event.

Our friendly team will always be willing to help with any enquiry you have, no matter how big or small.

CMC GOLF

Stand 24 & 25



CMCDESIGN

cmcscottsdale.com
infoUK@cmcdesign.com

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.

COPA FOOTBALL

Stand 71 & 72

COPA

copafootball.com
wouter.buijs@copafootball.com

COPA was founded in 1998 by a football addict who launched the company's first collection of carefully curated, traditionally produced cotton football shirts.

The COPA collection has continued to expand into an assortment of product lines featuring retro shirts, retro jackets and tracksuit trousers; football-inspired T-shirts, sweaters and accessories, general football apparel and balls.

Since our founding we've been committed to traditional 'Made in Europe' craftsmanship to ensure the very highest quality standards. Our process is driven by sustainability and a commitment that our workers are rewarded for their dedication with fair pay and good working conditions.

DANILO

Stand 74 & 75

Danilo

danilo.com
sales@danilo.com

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's digital printing business is also able to produce short digital runs for smaller club stores.

Danilo's sports range covers everything from Premier League football clubs, Scottish football clubs, England Men and Women's football, England Cricket, England, Scotland and Wales Rugby Union, Ford M-Sport and Worldwide Wrestling Entertainment.

DEPENDABLE SOLUTIONS

Stand 82

Dependable Solutions DS

dependablesolutions.com
sales@dependablesolutions.com

Dependable Solutions are a specialist licensing software and services provider. The company have been helping brand owners, licensing agencies, and licensees operate more efficiently and more effectively for over 17 years.

Their software supports licensing professionals in the management of approvals, royalties, contracts, asset sharing, data analysis and much more. Dependable Solutions' team of industry experts is headquartered in Los Angeles, USA, with offices across the UK, Europe, and Asia.

DREAMTEX

Stand 80 & 81

DREAMTEX

dreamtexltd.com
andy@dreamtexltd.com

We are an award-winning licensee offering a bespoke, innovative approach to licensed home textiles and the brands we represent.

We manufacture licensed bedding, blankets, cushions and towels as well as innovations such as hooded poncho's, fleece hoodies and a sustainable range from our Dreamtex Earth collection. We work in close partnership with major international companies to develop great product, maximise additional revenue streams and operate within strict ethical sourcing guidelines. We also supply top UK retailers and have established strong partnerships through our multi-tier distribution strategies.

DREW PEARSON INTL EUROPE LTD



dpieurope.co.uk
michael.ball@dpieurope.co.uk

Stand 56

Drew Pearson International was founded in 2005 specialising in design and manufacture of Baseball Caps, Knit Hats, Gloves and Scarves.

Our product range covers ladies, men's and children's department. All our 'state of the art facilities' are audited and compliant to a globally recognised standard, supplying major High St. retailers, Supermarkets and Football 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.

ECELL GLOBAL



goheadcase.com

Stand 94

Established in 2005, Ecell Global grew organically from a tiny start up to a global online retailer and manufacturer of mobile phone and tablet cases.

We've got you covered! Supporting over 500 mobile devices your fans won't be disappointed as they'll be able to show off their treasured phone in their favourite colours.

Style meets function! In house creative means lots of stylish products on offer across several form factors.

Global Distribution! Manufacturing and distribution facilities in the UK, Germany, USA and Philippines.

ELITESPORTSGROUP



elitesportsgroup-uk.com
Jon.grayston@elitesportsgroup-uk.com

Stand 62 & 65

Specialists in sports merchandise, on field technical and apparel.

Hummel UK licensee.

FENERIUM



fenerium.com/home
marketing@fenerium.com.tr

Stand 17 & 18

FENERIUM is a sourcing company offering a full cycle service for fan's merchandise retailers, buyers and license holders.

FENERIUM runs their operations from TURKIYE, the number one garment supplier of EU countries. Vast product portfolio includes sweatshirts, sweatpants, t-shirts for men, women and kids. In addition to their garment lines, gift and memorabilia items are also offered for the clubs wishing to increase their fan engagement and create additional revenue.

FENERIUM is an affiliation of FENERBAHÇE SK, Istanbul, and TURKIYE.

FIRELOG



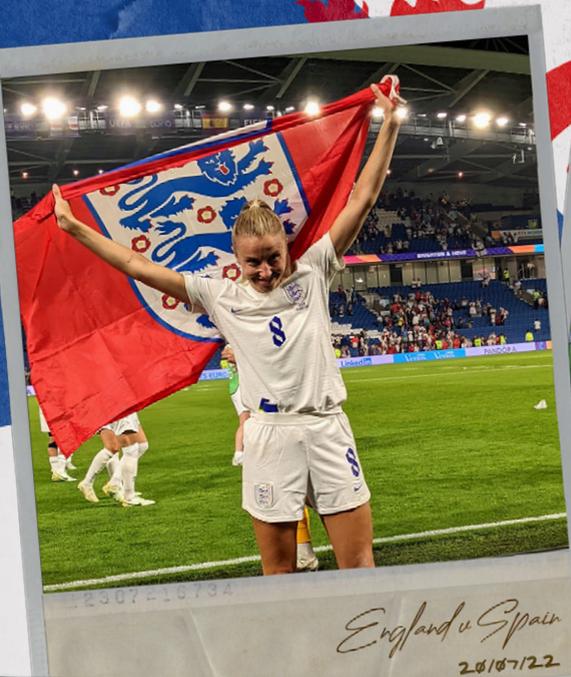
robert@firelogltd.co.uk
info@firelogltd.co.uk

Stand 24 & 25

Firelog has been offering high, affordable products for over 20 years and our wealth of knowledge in the leather industry shines with the quality and design of our products.

We have many Corporate/Sporting companies & clubs supplying 'made to order' on a bespoke basis offering Real Leather products at low minimum order quantities at affordable prices.

If you are looking for a product that is not in our catalogue or fancy having some own branded merchandise, then please get in touch.



England v Spain
28/07/22



England v Spain



RECYCLING AT **FOCO**

THE MAIN BODY OF OUR
RECYCLED LUGGAGE RANGE
IS MADE FROM 100%
RECYCLED POLYESTER FIBRE.



FLEXDEV - ELMS



Stand 60 & 61

Elms are a leader in sports personalisation, customisation and leisurewear.

Specialists in:

- Global Distribution, including EMEA, Americas and Asia
- Bulk Manufacturing and Application
- Fast Response Services
- Hot to Market Products - Inhouse Design
- Global Licenses
- Stock Management

Operating out of Macclesfield Cheshire and Kinsale Ireland, Elms are perfectly located with great access and links to the global sports industry.

With a dedicated team with unparalleled experience and knowledge, working tirelessly to deliver the highest quality of service, products, and customer service for the sports personalisation and customisation markets.

Exclusive license holder to some of the biggest names in sport, providing innovative on-demand services.

- www.elmsmarketing.co.uk
- 01625 506 712
- sales@elmsmarketing.co.uk

FOCO



Stand 54 & 55

FOCO UK are a leading licensed sports merchandiser with over 20 years of experience within the industry. We design, develop, source, manufacture and distribute products for over 60 clubs and brands under licence across Europe.

We are committed to a sustainable future and pride ourselves on being at the forefront of community and event marketing by interacting with fans and communities of all levels, visiting clubs, fan events, local businesses and supporting charitable organisations where possible.

We are proud of our unique product offering which ranges from apparel to luggage, gift and novelty items including BRXLZs, gnomes, bobbleheads and Stompers, perfect for passionate sports fans of all ages.

- UK.FOCO.COM
- @FOCO_UK
- 01923 476450
- AGriffiths@foco.com (sales)
- RWilliams@foco.com (marketing)

FOOTBALL TRADE DIRECTORY



Stand 90

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 business networking days around the UK and we would be glad to see any of you at Hampden Park on November 3rd. We put business in front of clubs and vice versa.

- footballtradedirectory.com

FOUNDRY SOURCING



Stand 52

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.

- foundrysourcing.co.uk
- 0161 519 1199
- Andrew@foundrysourcing.co.uk

FRAME THE GAME



Stand 64

At Frame The Game we have developed a revolutionary way to bespoke frame collector's items.

Using sustainable materials and expert craftsmanship, we are bringing the art of framing into the digital world, so customers can design their masterpieces in real-time - with a digital configurator giving them hundreds of options for graphics, finishes and features. We approach our custom framing with passion and precision, in order to display the shirt and its unique story in the most elegant, personal, and timeless way.

- framethegame.com
- lars@framethegame.com

FULL ACE



groupe-fullace.fr
y.breton@groupe-fullace.fr

Stand 83

Let's develop your brand together with tailor-made collections in textile, accessories and exclusive products like the famous Poulpluche brand, plush experts.

GAME ON PRODUCT GROUP



Stand 10 & 11

Game On Product Group brings together over 20+ years' experience in Licensed Product Development, Manufacturing, Retail, Distribution, Logistics & Marketing.

Since 2006, we have been entirely focused on developing premium quality Health & Beauty/ Personal Care and 'Everyday Essential' Products.

Our mission is to create high quality licensed and private label products that suit a wide range of retail distribution and drive incremental revenue and incremental profits for retailers.

Working with the biggest brands in the world including Disney, Warner Brothers, Liverpool, Chelsea FC, Arsenal, Manchester City & Tottenham Hotspur and many more!!!

Our products are a great fit for nearly all retail channels including Major Grocery, Pharmacy, Convenience, Mass Retail, Gifting, Airport and Sporting Specialty Stores!

GRANGE



grangecommunications.co.uk
info@grangecommunications.co.uk

Stand 74 & 75

Grange Communications has been a leading publisher and distributor of best-selling official football, rugby and other sports calendars, annuals, diaries, greeting cards and gift wrap for more than 30 years.

Our range covers all levels of the beautiful game and includes the vast majority of the Premier League football clubs, along with the top Scottish clubs, England Men's & Ladies' football, Scotland and Wales national football, England Cricket and England, Scotland and Wales Rugby Unions.

We also specialise in short print runs, with volumes starting from as few as 200 units - at incredibly affordable prices!

We have a team of innovative, award-winning graphic designers working on all our titles.

GREYVILLE SPORTS



greyvillesports.com
alice@greyville.com
mark.ilsley@greyville.com

Stand 6 & 7

Taking the focal points of a successful 22-year residency in Promotional Merchandise, Greyville Sports is all about passion when producing and providing top brands throughout the UK and beyond, with an outstanding range of merchandise for their Retail, Corporate & Membership requirements.

As well as being specialists in knitwear, accessories, souvenirs, and soft toys, we're continually revising and introducing new product line-ups.

We offer low MOQs and are expanding our In-House manufacture to compliment an ever-growing product portfolio offering a combination of quick turn delivery and competitive pricing alongside quality and fresh design ideas that stand out in a crowd.

HY-PRO INTERNATIONAL



hy-pro.co.uk
01582 670 100

Stand 1 & 42

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.

INFINITY GLOBAL



InfinityBrands.com
sam.smith@infinitybrands.com

Stand 86

Infinity Global is a world-class brand management platform that partners with the world's best franchises in sports, entertainment, retail, and fashion.

We create opportunities to engage with consumers on a level unlike any other. Our value proposition is unrivaled; its principals have an extensive history of successfully revitalizing brands and creating truly experiential real estate.

INFINITY INCORPORATED

INFINITY INC.

infinityinc.co.uk
sports@infinityinc.co.uk

Stand 8 & 9

From Premier League to Super League, we offer a full turn-key solution that uses the latest trends in branded apparel and merchandise to transform client and fan experiences.

Using state-of-the-art technology, at our 20,000sq ft solar-powered production facility in Leeds, we specialise in quick-to-market leisurewear, transfers, sponsor application, uniforms and retail-ready merchandise, all designed by our in-house team of creatives.

Having produced and applied over 800,000 sponsors to shirts in 2021 alone, we've built up excellent relationships with our clients to offer them cost-effective solutions, low MOQ's, and unique designs, that not only bring their brand to life, but make it unforgettable.



I-TEX

i-TEX™

i-texuk.com
0161 872 1444
info.itex@behrens.co.uk

Stand 66 & 67

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.

HY-PRO®
INTERNATIONAL LTD

JONAS SPORTS



jonassports.com
team@jonassports.com

Stand 79

Jonas Sports is the complete sports enterprise solution.

We invest in the best technology so you can run your club with industry-leading solutions. Power your venue, engage your fans and maximise your revenues with world-class software.

We have taken best-in-class solutions and joined them together to offer sports clubs one trusted partner.

As the market leader in sports retail systems, we're trusted by over 50 sports clubs in the UK. Our single system solution and integrations can power your retail, CRM, marketing and F&B.

Grow with us as we add more solutions and integrations to our system.



STAND NO. 1/42



HY-PRO HOUSE, CENTRUS PARK, ARENSON WAY, DUNSTABLE, BEDFORDSHIRE, LU5 5BN, UK
TEL: +44 (0) 1582 670 100 WEB: www.hy-pro.co.uk

LABEL LAB GROUP



labellabgroup.com
07833 775641
jason@labellabgroup.com

Stand 38

I founded Label Lab Group Ltd nearly 7 years ago during an incredible 36 year journey through fashion and sports, including being MD of iconic brands such as Miss SIXTY, Quiksilver and global sales director at Animal.

I am very privileged to work with many football clubs in the Premier League, Championship, La Liga, Bundesliga and brands including 'Lover's FC, Miss Kick, MEYBA, Running Bear and Tempus cycling.

We design from scratch every single collection, totally bespoke and totally in-house.

Every detailed part of the process is signed-off from fabrics, lab dips, trims and swatches to samples and complete delivery in to your warehouse.

MEDOC - STADIUM SOLUTIONS



medoc.com
0115 986 8786
info@medoc.co.uk

Stand 53

The important thing isn't what we say about zTSM Merchandising, it's what everyone else says! 'The Rolls-Royce of software', 'Simply the nicest I've seen', 'So intuitive to use, we didn't need any training', 'Wow, I wish our system could do that' - just some of the feedback received.

Medoc has been providing retail systems for over 40 years, and now zTSM is the most advanced technological software on the market. Free yourself from update and modification charges, with our surprisingly affordable, easy to use, and future-proof systems.

With fully integrated online, mobile apps and kiosks, zTSM is the perfect solution for all Sports Retail. Add optional Ticketing and Hospitality for a complete stadium solution.

MERCHANDISING MESSE HAMBURG



Stand 91

MMHH is a trade fair for marketing and merchandising managers from sports and industry. Over 100 exhibitors present their innovations and products in the VIP area of the Volksparkstadion.

Since the beginning of the 2000s, the Merchandising Messe Hamburg has been held at the Volksparkstadion. While in the early years 40 - 50 exhibitors presented themselves to a small audience from the football industry, since the 15th edition of the MMHH the entire VIP area in the east stand of the Volksparkstadion has been fully occupied with over 100 stands.

In addition to the regular visitors from the German professional football leagues, many larger clubs from other sports (handball, basketball, ice hockey...) now also take part. International football clubs, as well as companies from the music, entertainment, industry and advertising sectors round out the audience of over 1,000 visitors.

MY MOMENTS



my-moments.com
hello@my-moments.com

Stand 20 & 21

My-Moments brings personalisation in-store with a truly simple and interactive system, enabling sports clubs to take advantage of the massively increasing demand for personalised products - to take away there and then!

This solution includes a simple cloud-based app, stylish touch-screen kiosk and a range of personalisable souvenir products. The app is purpose built for your club featuring your brand and imagery. This solution enables you to have a range of personalised products without the large inventory, modernising named gifts. Give your fans the ultimate interactive experience!

NEW WORLD FOODS



newworldfoods.com
jamesn@newworldfoods.co.uk

Stand 68

New World Foods Europe is the largest manufacturer of beef jerky, biltong and salty pork snacks in Europe. Supplying all channels with its recognised brands of Wild West, Kings and Cruga.

Brands that appeal to consumer's increasing demand for healthier, tasty and convenient low carbohydrate, gluten / MSG free protein snacks. The company also manufactures private label for the likes of M&S and Tesco.

OPSEC SECURITY



opsecsecurity.com
media@opsecsecurity.com

Stand 48

OpSec is the world leader in brand authenticity and integrity, with a heritage spanning almost 40 years. We serve many of the world's leading brand owners, licensors, and media rights owners (including around half of the Interbrand 100 Best Global Brands 2021) and are the only provider that addresses brand value and vulnerability across physical and digital domains.

The OpSec portfolio of solutions helps brands monetize and protect their intellectual property. It includes on-product components, digital platforms and online services. As opportunities and threats evolve, we expand our solutions to help brand owners navigate new challenges.

PASSAMAR



passamar.pt

Stand 34 & 35

PASSAMAR is a Portuguese company dedicated to the sports merchandising production.

Our core business is the manufacturing of personalized scarves, in any required quantity, under the available technologies - woven 100% acrylic, high definition, printed and circular knitted scarves. Our portfolio also includes hats, pennants, flags, badges, lanyards, pillows, PVC products like keyrings, bracelets, and others.

The major signal of a recognized performance is the trust of our Clients. Many renowned sport clubs and official sports licensing companies can be found among them.

PEERS HARDY UK LTD

PeersHardyGroup

peershardy.com
07825350404
jbarrett@peershardy.co.uk

Stand 39

A leading specialist watch, jewellery and gift group, Peers Hardy is a major supplier of own label watches to many top High Street fashion chains and also boasts an enviable portfolio of brands catering for a wide audience.

Leading brands include Reflex Active, Radley, as well as children's watches from Tikkers and Disney. Peers Hardy also produce bespoke quartz watches, smart watches and audio products for sports clubs and other organisations which can be tailored to meet each customer's specific needs. With low MOQ's and quick lead times Peers Hardy are already dealing with many football clubs and other businesses.

PRO-LION



pro-lion.eu
+31642200003

Stand 73

Company: Pro-Lion
Focus: Bricks and 3d puzzles
Distribution: UK, Benelux, Germany, Poland, USA and France
Factories: BSCI certified (social audited)

PRO SCARVES



ProScarves.com
office@proscarves.com

Stand 23

We specialize in high resolution football knitted scarves. We have been on the market since 2008.

Since then we have been producing scarves for Top clubs from Premier League and Bundesliga. Our scarves are known in Europe as PREMIUM/LUXURY scarves. We are also the first company on the market which offers personalized scarves. If you are interested in the highest quality product and cooperation with a manufacturer with many years of experience, don't hesitate to contact us.

PROVINCE5.COM



province5.com
info@province5.com

Stand 85

Built for gamers, created by fans.

Welcome to a shopping experience like no other. Province 5 is the new home for some of the world's most iconic brands. And because we're fans like you, we've designed every product to add more to your gaming adventure. Enjoy!

SCORE DRAW OFFICIAL RETRO



scoredraw.com

scoredraw.com
trade@scoredraw.com

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 over 30 football clubs and national associations accommodating over 600 styles from over five decades - the market leader

Every Score Draw football shirt is meticulously researched and designed to represent the original garment worn by your favourite team and players - a football shirt fit for heroes.

Product that is widely accepted by football clubs, football players and football supporters as the definitive reproduction.

Our football shirts are manufactured and monitored with strict adherence to the highest quality and ethical standards.

A Score Draw retro football shirt is quality assured and guaranteed.

SCRIBOS - A KURZ COMPANY



Stand 59

SCRIBOS develops and manufactures innovative product markings, which can be combined with cutting-edge digital tools.

These customized solutions offer full support in combating issues with counterfeiting, grey market trading and unauthorized overproduction. Licensors and licensees therefore benefit from advanced security, while optimizing their licensing processes through new data sources. On top of this, our solutions open avenues for creating the ultimate fan experience by making it possible to integrate powerful customer interaction features directly into the markings.

■ scribos.com
✉ hello@scribos.com

SG BALL



Stand 49 & 78

We are a specialized company in the conception and production of sports balls and supporter products.

■ sgball.com
✉ contact@sgball.com

SIGNABLES



Stand 2

Signables was created to do one thing and one thing only - connect fans with their favourite athletes and teams from around the world! We have created our patented product that is the only collectible of its kind.

Flat, compact, and durable, Signables are made with genuine match-ball leather to bring your favourite player's signature come to life.

If you are either meeting your favourite athlete in person or want to show off your team pride in your home Signables are here to do just that!

We have licenses with the top teams from around the world so collecting your favourite athlete's Signable and Displaying Your Fanhood with your entire team's collection has never been easier!

■ signables.com
✉ hello@signables.com

SMITH BATESON LTD



Stand 88

Carrier Bags, Luxury Presentation Boxes, Re-useable Bags, E-com mailers & boxes. Sustainable packaging solutions, 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 Materials
- Creative Design Support
- Own Transport Fleet - direct to store/delivery capability
- 100,000ft2 BRC Accredited Distribution Centre - stock management service available
- Responsible Global Sourcing - Sedex members
- Established 1801

Our goal is to share our expertise alongside an innovative approach to in store, online and presentation packaging.

■ smithbateson.co.uk
✉ bags@smithbateson.co.uk

SOURCE LAB LTD



Stand 40 & 41

Founded in 2005, we are now one of the leading sports apparel licensing businesses in Europe. We work with some of the biggest brands across both football and sports fashion with Elle Sport and the latest addition, the classic 80's brand Ocean Pacific.

We have also further enhanced our stable of football brands with the signing of European Powerhouse AC Milan a welcome addition to our already impressive array of elite football clubs under license.

With Source Lab your brand will grow as we have access to all the main category buyers in the key UK & EU retailers.

Source Lab has the experience and the industry knowledge ensuring we deliver the best results for our partners. Our extensive range of licenses ensure our retail clients have access to a premium portfolio of brands.

If you want to expand your brand distribution, please contact us to discuss the undoubted opportunities that Source Lab can offer.

■ uksourcelab.com
☎ 0161 488 1808

SPHERE TIME



Stand 32 & 33

Sphere Time is specialised in the design and production of bespoke watches and clocks intended for merchandising purposes.

We offer a large choice of watches that can be fully personalized with the team's logo and design.

A watch for each target group and budget can be conceived (kids, fans, classic, sporty, fashion).

We can also personalize the SMART watches software!

We use high-end parts ensuring that all timepieces will be of the highest quality.

Our in-house design studio will be happy to create original concepts - free of charge - reflecting your brand's philosophy.

We have the pleasure to show our new Licensed Chelsea FC Watch collection that is available for purchase for your stores.

■ spheretime.com
✉ info@spheretime.com

SPLINK



Stand 27

Splink creates vinyl sports collectibles with unique augmented reality features.

Our "MyJersey" range replicates the playing shirts of sports teams to the finest detail, which creates great collectability value for fans, whereas the AR experiences accessible through our application by scanning these collectibles maximise fan engagement.

While we are constantly innovating and expanding our range of AR experiences, currently we offer the following ones:

- Stadium Tour
- Museum, training ground, changing room, etc. tours
- Player photo mode
- Player stats
- Face paint/masks
- Customisable jersey

For detailed information, and demonstration, visit us at stand number 27.

■ besplink.com (commercial)
■ besplink.io (corp/office)
✉ hello@besplink.com

SPORT DESIGN SWEDEN



Stand 13, 14, 15, 28, 29 & 30

Even though retailers all over the world are selling our merchandise, we're not surprised if you've never heard of us. You see, we're not trying to build our own brand. We're all about building yours.

With high-quality products and great Scandinavian design, we want to let people express themselves in style and give them a way to tell the world what they're passionate about. In other words - you.

Through custom-made collections we turn your fans into loyal brand ambassadors. We know it sounds a bit cheesy, but we truly believe that great memories deserve great merchandise. Don't you?

■ sportdesignsweden.com

SPORTS APPAREL



Stand 3, 4 & 5

Sports Apparel part of Fourrex Clothing Ltd are an experienced manufacturer and supplier of bespoke sports apparel, leisurewear, 'retro' shirts and fan merchandise to the football and sportswear markets.

We offer premium quality fully bespoke products, competitively priced and offer a 4-6 week delivery time, and with NO MOQ's.

We currently supply many high-profile brands and are also an approved UK manufacturer for one of the top 5 global sports brands.

Visit our showrooms, sit with our designers and create your own bespoke range for your club.

✉ sales@sportsapparelgroup.co.uk

STORM INTERNATIONAL



Stand 26

Established in 1993, we are specialists in sourcing, branding and supplying bespoke merchandise to sectors including sports, F1, 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.

Our product offering is extensive and we are continually working on new product development to ensure we bring you new ideas year on year, innovation is at the forefront of what we do.

Finally in addition to this, we have a licensing programme, which has been running since 2008 and has become a market leader for a number of products.

■ storm-international.com
✉ sarah@storm-international.com

THE GREAT BRANDING COMPANY



greatbranding.com
sales@greatbranding.co.uk

Stand 46 & 47

With an international reputation for 20+ years in manufacturing and distributing sports merchandise globally, we work with world-leading retail brands, professional sports clubs, and licenses within the industry, like UEFA, NFL, NHL, FIFA, Ascot and more.

We're introducing NEW fan merchandise including brandable smartwatch straps for apple and fit bits, Bleacher Creatures for plush and new collectables for retail or licensed partnerships.

With new ranges of Eco/Sustainable low MOQ apparel for RAPID delivery and bespoke offerings, our 'Best of the Best' approach welcomes you to a one stop shop for apparel, accessories & hardlines, covering manufacturing only or distribution sales. Find us on Stand 46/47.

TLB SPORTS



tlbsports.co.uk
07868 613573
tom@tlbsports.co.uk

Stand 58

At TLB Sports our mission is to provide professional sports clubs with high quality merchandise.

During my eight years' experience in the industry, I have identified the need for quick response fashion products that can be accessed by all clubs across the professional sports industry.

We are a custom design apparel solution, specialising in premium UK product and the ability to provide a wide range of quick response fashion items at low minimum order quantities along with our 100% bespoke Christmas jumper programme, plus the addition of our exciting new Kit Knits both manufactured in the UK.

TOPPS EUROPE LIMITED



uk.topps.com
ifoster@topps.com

Stand 45

Founded in 1938, The Topps Company, Inc. is part of Fanatics Collectibles: a next-gen physical and digital trading cards company launched in 2021.

Topps entertains and delights consumers with a diversified, engaging, multi-platform product portfolio which includes physical and digital collectibles, trading cards, trading card games, sticker and album collections, memorabilia and curated experiential events. Properties include UEFA Champions League, MLB, MLS, NHL, Bundesliga, Formula 1, Star Wars and more. Our Digital Sports & Entertainment apps include Topps® BUNT®, TOPPS® KICK®, Star Wars™: Card Trader by Topps®, Topps® NHL SKATE™, Marvel Collect! by Topps® and Disney Collect! by Topps®.

WIZZARD GIFTS LTD



david@wizzardgifts.co.uk

Stand 12

Showcasing a broad range of:

- Men's Gifts
- Corporate Gifts
- Licensed Gifts
- Executive Gifts
- Christmas Gifts

WORLD CENTRE LTD



www.worldcentre.co.uk
sales@worldcentre.co.uk

Stand 70

World Centre Ltd are the leading supplier of jewellery & gifts to all the major UK football clubs.

They offer an extensive range of Bracelets, Pendants, Dog Tags, Cufflinks, Earrings, Silicone Wristbands, Key Rings & Pin Badges in various metals including Stainless Steel, Sterling Silver, 9ct Gold as well as Silver plated, Gold plated and base metal items.

Very competitive price. Low MOQ's and short delivery lead times.

They are supplied either Gift Boxed or Blister packed for self-selection in store.

WORLD SPORTS COMPANY



worldsportscompany.com
+44 (0) 7465 420852
steven.darcy@worldsportscompany.com

Stand 31

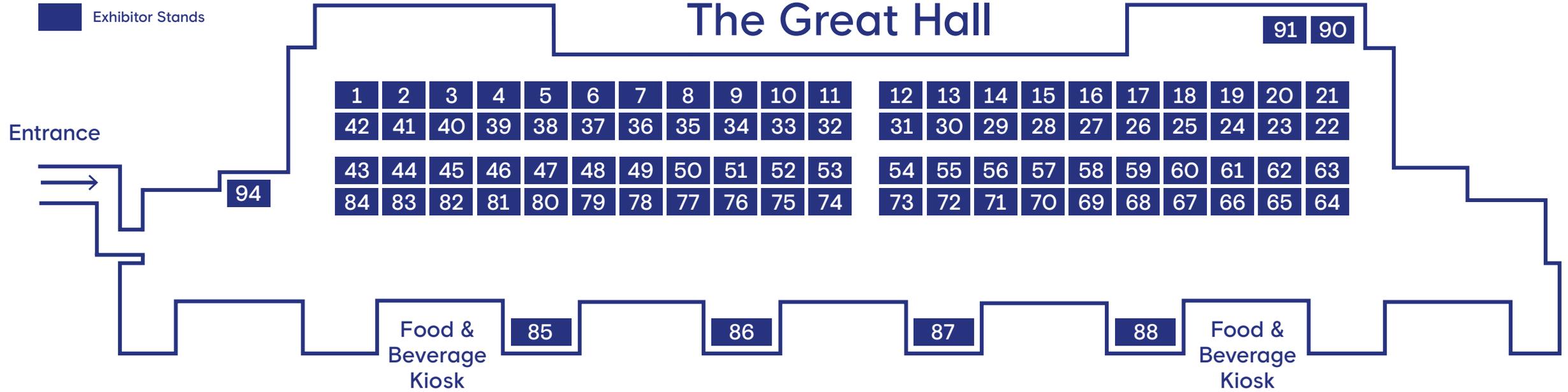
World Sports Company is a market leader in premium merchandise for all sporting industries.

Specialists in:

- Premium Scarves
- Personalised Scarves
- Premium Headwear
- Premium Textiles Including Sublimation
- Accessories including Framed Shirts and Prints, Laser Etched Gifts, Magnets and Key Rings
- Innovative Marketing Solutions

Proud to supply top sporting brands across Europe and small amateur organisations. We are confident we have a solution for everyone.

The Great Hall



ARENA IMAGING 50 & 51

BANBOTOYS 69

BDA LTD 76 & 77

BE THE STAR POSTERS 16

BOHEMIAN BRANDS 22

BRANDCOMPLY VERITY OCTANE5 44

BRAND LICENSING EUROPE 2023 19

BRECREST SPORTS LTD 36 & 37

CLEARCOURSE SPORTS 57

CLUB SHOP GOODIES 63

CMC GOLF 24 & 25

COPA FOOTBALL 71 & 72

DANILO 74 & 75

DEPENDABLE SOLUTIONS 82

DREAMTEX 80 & 81

DREW PEARSON INTL. (EUROPE) LTD 56

ECELL GLOBAL 94

ELITESPORTSGROUP 62 & 65

FENERIUM 17 & 18

FIRELOG LTD 24 & 25

FLEXDEV - ELMS 60 & 61

FOCO 54 & 55

FOOTBALL TRADE DIRECTORY 90

FOUNDRY SOURCING 52

FRAME THE GAME 64

FULL ACE 83

GAME ON PRODUCT GROUP 10 & 11

GRANGE 74 & 75

GREYVILLE SPORTS 6 & 7

HY-PRO INTERNATIONAL 1 & 42

INFINITY GLOBAL 86

INFINITY INCORPORATED 8 & 9

I-TEX 66 & 67

JONAS SPORTS 79

LABEL LAB 38

MEDOC 53

MERCHANDISING MESSE HAMBURG 91

MY MOMENTS 20 & 21

NEW WORLD FOODS 68

NJ GARMENT LTD 87

OPSEC SECURITY 48

PASSAMAR 34 & 35

PEERS HARDY UK LTD 39

PRO-LION 73

PROSCARVES 23

PROVINCE5.COM 85

SCORE DRAW OFFICIAL RETRO 43 & 84

SCRIBOS - A KURZ COMPANY 59

SG BALL 49 & 78

SIGNABLES 2

SMITH BATESON LTD 88

SOURCE LAB LTD 40 & 41

SPHERE TIME 32 & 33

SPLINK 27

SPORT DESIGN SWEDEN 13, 14, 15, 28, 29 & 30

SPORTS APPAREL 3, 4 & 5

STORM INTERNATIONAL 26

THE GREAT BRANDING COMPANY 46 & 47

TLB SPORTS LTD 58

TOPPS EUROPE 45

WIZZARD GIFTS LTD 12

WORLD CENTRE LTD 70

WORLD SPORTS COMPANY 31

A huge thank you to the following companies for their continued support and sponsorship of SMLS:

FOCO UK

HY-PRO INTERNATIONAL

SOURCE LAB

We would also like to thank the below companies for their contribution to the goody bag:

BRAND COMPLY

HY-PRO INTERNATIONAL

WIZZARD GIFTS

STORM INTERNATIONAL

The information supplied in this listing has been taken from the information supplied by the Exhibitors themselves. The Organisers take no responsibility for any inaccuracies herein.

