



Welcome

The Sports Merchandise and Licensing Show 2024

We are pleased to be celebrating our 10th anniversary with our exhibitors and visitors at this years 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 2024 happen!

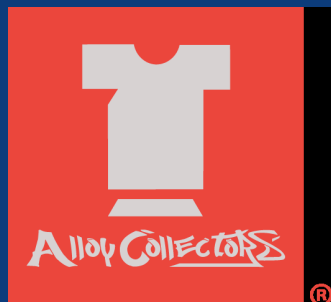
We hope you enjoy the event!

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.

ALLOY COLLECTORS

STAND 79 & 80



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.

B2B@RADSTUFF.COM
UK.ALLOYCOLLECTORS.COM/

ARENA IMAGING

STANDS 50 & 51



Arena Imaging are the No.1 specialist in providing innovative photographic products, framed memorabilia and services to the football industry.

We supply products to leading football clubs throughout Europe. 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 direct dispatch web fulfilment process

TIM.UGBOMAH@ARENAIMAGING.COM
WWW.ARENAIMAGING.COM

BANBOTOYS

STAND 62



Manufactures and distributes licensed figures of world-renowned football teams. With licences for clubs such as Liverpool, Chelsea, Real Madrid, and national teams such as Argentina and Portugal, it is present in more than 15 countries.

The company seeks to consolidate its global presence by expanding its licences and introducing new sports merchandising products. It positions itself as a pioneer in the segment of articulated football figures, aiming to take advantage of a growing market worldwide.

INFO@BANBOTOYS.COM
WWW.BANBOTOYS.COM

BE THE STAR POSTERS

STAND 16



Be The Star Posters - UK Manufacturers & Retailers of Officially Licensed Sports Posters

We look forward to welcoming you to stand 16 to discuss ways we can work with you - Our range includes Mens & Womens Headshots / Action / Core Ranges / Retro / Personalised Designs in multiple size options both unframed and framed.

We currently work with a number of clubs across multiple sports providing stock physically into stores / retailed through our own channels or direct dispatch to your fan base.

INFO@BETHESTARPOSTERS.COM
WWW.BETHESTARPOSTERS.COM



Beigebell are at the forefront of supplying high quality, bespoke bags and other merchandise to companies like yours.

Combining creativity, experience and ethics, we can help your brand stand out from the rest. Come and see us on stand C13 to discuss any of your requirements and pick up a sweet treat!

INFO@BEIGEBELL.COM
WWW.BEIGEBELL.COM



Bensussen Deutsch & Associates, LLC (BDA), the world's leading Merchandise Agency™ and premier activation and launch partner for major sports leagues and teams including Major League Baseball, the National Football League, the National Basketball Association, The National Hockey League, FIFA, Manchester United, Arsenal, and The French Football Federation.

In June of this year acquired UK-based sports, events, and promotional products provider, The Great Branding Company. The acquisition broadened BDA's reach in EMEA by strengthening the company's sports portfolio and expanding its retail services for new and existing clients.

PHIGGINS@BDAINC.COM
WWW.BDAINC.COM

Big Bobble Hats

STAND C16

BRANDYOURSHOES

STAND C18



Big Bobble Hats are a family run British business of 14 years, that specialises in creating great quality Big Bobble Hats, headwear, clothing and accessories that can be made custom to your brands' colours and motif. With MOQ's as low as 30 units, great pricing and global distribution, we can cater for all. Come and speak to us at stand C16!

MACKENZIE.STEWART@BIGBOBBLEHATS.COM
WWW.BIGBOBBLEHATS.CO.UK



CORPORATE 100% PERSONALISED SNEAKERS MANUFACTURERS

At Brand Your Shoes we design and manufacture totally personalised sneakers, based on the logo and colours of companies. We exclusively manufacture on demand with local materials (Made in Europe), guaranteeing unique, comfortable, and high-quality footwear for clubs, companies and groups.

ELOI@BRANDYOURSHOES.COM
WWW.BRANDYOURSHOES.COM/

BRECREST SPORTS

STANDS 36 & 37



Brecrest Sports Ltd is a division of Blues Group Ltd that has been supplying Babywear & Toddlerwear to the Sports Industry for many years.

We have now extended our product portfolio to include Nightwear and Robes, from Newborn, all the way through to Men's and Ladies sizes.

We proudly supply a host of clubs and associations including: -

Arsenal, Celtic, Chelsea, Manchester City, Manchester United, Tottenham Hotspur, England FA, Scottish FA, England Rugby, Scotland Rugby, Wales Rugby.

We now supply the major Supermarkets, such as George, Sainsburys / TU & Tesco, along with several High Street Retailers. Our aim is to maintain the standard of excellence we have built up over the years and to keep at the forefront of innovation & design.

SIMON.BOND@BLUESGROUP.CO.UK

ClearCourse Sports

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.

INFO@CLEARCOURSESPORTS.COM

WWW.CLEARCOURSESPORTS.COM

CLUB SHOP GOODIES

STAND 63



At CSG we supply all clubs large and small with Merchandise to suit all needs from the Club Shop, Corporate, Marketing and Foundations.

We are particularly good for fast lead times and lower MOQs.

Nothing is a problem, should you be looking for a particular product our sourcing team can usually find it. Use us as your one stop shop!

Please visit our stand (No. 63) to find out more information about us

SALES@CLUBSHOPGOODIES.COM

CLUBSHOPGOODIES.COM

Collab Apparel

STANDS C7 & C8



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

WWW.COLLABAPPAREL.CO.UK



COPA, the original/premier name in retro football merchandise, has since its founding in 1998 focused on creating high quality, historically accurate and European-made football garments.

All items and collections are co-created with- and officially licensed by partners ranging from footballing giants the likes of AS Roma, Juventus, FC Bayern München, SL Benfica, FC Porto, Nottingham Forest, FIFA and National FA's to the Maradona estate, some true lower division culture clubs, the world's biggest musicians and everything in between.

Interested in what COPA can do for your club? Find us at booth 71 & 72 at SMLS 2024.

WOUTER.BUIJS@COPAFOOTBALL.COM
WWW.COPAFOOTBALL.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. 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, Tour de France, Redbull Racing and WWE.

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. We aim to provide customers with a service that is second to none.

SALES@DANILO.COM
FRONTDESK@GRANGECOMMUNICATIONS.CO.UK
DANILO.COM
GRANGECOMMUNICATIONS.CO.UK



Dependable Solutions, named the industry's Most Impactful Service Provider at the 2024 Licensing Excellence Awards, will return to the Sports Merchandise and Licensing Show this October! Dependable Solutions have been empowering licensing professionals for almost 20 years. We deliver advanced technology and expert services, that put operational efficiency and powerful insights at the core of our clients' licensing operations. Through a team of 40 industry experts in the USA, Europe and Asia; Dependable Solutions provides support to licensors, licensees and licensing agencies. Come see us at the Sports Merchandise and Licensing Show, booth 82.

SALES@DEPENDABLESOLUTIONS.COM
WWW.DEPENDABLESOLUTIONS.COM/



DIGITAL BOUTIQUE

Digital Boutique ecommerce platform SLIDE7 enables ambitious sports clubs and brands to dramatically increase their Retail revenue by delivering a customer experience that rivals the largest brands in the world.

SLIDE 7 is a turnkey ecommerce solution that accelerates ROI by reducing the time to market and costs of owning, managing, and operating an Enterprise-level retail e-commerce environment.

- Rapidly transform their retail environment
- Integrate and streamline their retail operation
- Define critical insights from data
- Understand and anticipate customer needs
- Implement internationalisation and/or localisation strategies
- Deploy best-in-class technology solutions
- Continuously improve key stakeholder experiences.

Stay ahead with SLIDE 7.

HELLO@DIGITALBOUTIQUE.CO.UK
DIGITALBOUTIQUE.CO.UK



At Doug's World, we bring sports and pets together in a unique way. Specializing in premium pet apparel, including licensed jerseys, bandanas, and accessories, we create stylish, comfortable, and durable products for pets who are part of the team. From international football teams and professional clubs to local amateur teams, our designs let pets wear their colours with pride year-round. Based in Ireland, Doug's World is involved in every step of the process—from design and product development to marketing and manufacturing. Expanding across the UK and Europe, we're proud to offer high-quality apparel for proud pet parents everywhere.

INFO@DOUGSWORLD.EU
WWW.DOUGSWORLD.IE



DREW PEARSON INTERNATIONAL (Europe) Ltd.- Company Bio Drew Pearson International was founded in 2005 specialising in design and manufacture of Baseball Caps, Knitted Hats, 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

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



Established in 2005, Ecell Global grew organically from a tiny start up to a global online retailer and manufacturer of licensed mobile phone and gaming accessories. 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 team means lots of stylish products on offer across several form factors.

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

GEMC@ECELLGLOBAL.COM
WWW.GOHEADCASE.COM



ELMS ARE A LEADER IN SPORTS PERSONALISATION, CUSTOMISATION AND APPAREL SOLUTIONS. • Global Distribution, including EMEA, Americas and Asia • Bulk Manufacturing and Application • Fast Response Services • Hot to Market Products – Inhouse Design • Bespoke Apparel Solutions • 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 and products for the sports personalisation and customisation markets EXCLUSIVE LICENSE HOLDER TO THE BIGGEST NAMES IN SPORT, PROVIDING INNOVATIVE ON-DEMAND SERVICES

SALES@ELMSMARKETING.CO.UK
STORE.ELMSMARKETING.CO.UK/ABOUT-US



Not everyone can make it to the stadium to support their team anytime, our products are a perfect choice for passionate fans eager to throw an engaging matchday watch party at home where transform into a lively stadium.

TWONG@EWILHK.COM
WWW.PARTYDROID.CO.UK



Fahnen Herold is a premier provider of custom flags and banners, with a special focus on sports and merchandise products. We specialize in creating high-quality items that cater to the needs of sports teams, clubs, and fans, as well as branded merchandise. Our extensive range includes not only traditional flags, but also fan merchandise like pennants and banners, all customizable to showcase your team's colors, logo, or message. With advanced printing and finishing capabilities "made in Germany," we ensure that every product meets the highest standards of durability and design, making them perfect for both game day and everyday use.

INFO@FAHNENHEROLD.DE
WWW.FAHNENHEROLD.DE



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 already 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 the largest and most successful seasonal retailer across

CONNECT@FANCLUBSHOP.CO.UK
WWW.FANCLUBSHOP.CO.UK



Fanbase is the UK & Europe's Largest Jacquard manufacturer and a trusted licensee with 30 years of heritage in the industry.

Based in Leicestershire, we specialise in bespoke knitted merchandise such as scarves, hats, Christmas jumpers and homeware. We are the trusted licensee for Premier League clubs, with exclusive rights to produce and distribute official goods globally, ensuring fans have access to authentic, high-quality items that represent their favourite teams.

AIDAN.BRISTOW@FANBASEUK.COM
WWW.FANBASEUK.COM



FanRobe is a forward-thinking brand offering bold, fan-centric products. The FanRobe itself starts the collection, a 100% recycled oversized coat, a signature piece that embodies both comfort and style with warmth and dryness. Designed to make a statement, the oversized coat captures the spirit of modern fashion while providing fans with a unique, trendsetting item that stands out in the crowd. FanRobe is expanding its reach by partnering with sports clubs and brands around the world, aiming to create exclusive, fan-inspired collections for global sports enthusiasts. These collaborations will bring a fresh way for supporters to showcase their loyalty.

TEAM@FANROBE.COM
FANROBE.COM

FIRELOG LTD / CMC GOLF

STANDS 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 AND WWW.FIRELOGLTD.CO.UK



Fenerium is serving sports clubs to source a wide range of apparel and accessories for their fan stores. Our full-cycle service includes research, product development, design, sourcing, inspection, and delivery of fan apparel and accessories. Comfort, aesthetics, reliability, and affordability are the pillars of our designs.

MARKETING@FENERIUM.COM.TR
WWW.FENERIUM.COM.TR

FOCO

STAND 54 & 55



FOCO is a leading manufacturer in the world of officially licensed sports merchandise who owes its success to an unwavering commitment to innovation. We specialise in introducing fresh and thrilling designs with imaginative concepts to host of different industries. Our extensive collaborations with diverse sports clubs and entertainment industries enable us to deliver top-tier, high-quality products suited for any occasion.

Since our inception in 1998, our dedication to fans has remained unaltered. FOCO has evolved into a tight-knit community of enthusiasts driven by a common purpose: empowering individuals to proudly display their inner fan spirit.

JHOWELLS@FOCO.COM
UK.FOCO.COM

FOOTBALL TRADE DIRECTORY

STAND C6



The Football Trade Directory was established in 2007 and is a key resource for anyone involved in running a football club. We put business in front of clubs and vice versa.

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 days around the UK and we would be glad to see any of you at Hampden Park on 7th November. For more information visit our website.

OFFICE@FOOTBALLTRADEDIRECTORY.COM
WWW.FOOTBALLTRADEDIRECTORY.COM/

FOUNDRY SOURCING

STANDS 52 & 75



Foundry Sourcing offer design, sourcing, and the supply of lifestyle apparel to the sports merchandise, events and music industry 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 projects 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.

IANDREW@FOUNDRYSOURCING.CO.UK
WWW.FOUNDRYSOURCING.CO.UK

FOUREX GROUP

STANDS 26 & 27



The Fourex Group are a major supplier within the 'Retro' football Shirt and Leisurewear Market, with a portfolio of 15 heritage Football Brands from the 1980's to the late 2000's

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

FRESH EGO KID

STANDS 18 & 19



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/



Full Ace is a growing merchandising market player, relaying and providing a tailored support to sport teams, federations and event organizers in all their merchandising needs.

- Licencing : Master licensee, license, sub-license distribution (CA Brive, Stade Rochelais...)
- Distribution : Managing stores (on-site, owned event truck), e-shop management, stock management.
- White label Supplier : textile, accessories, baby range, own plush brand
- Bidding Sport : sportswear auction platform

Y.BRETON@GROUPE-FULLACE.FR

WWW.GROUPE-FULLACE.FR/SOLUTIONS-SPORTS-EVENTS/



Great British Jigsaws is a UK manufacturer, specialising in bespoke branded jigsaw puzzles for Sports clubs. Our minimum order quantity is just 10 copies per design. Our finish is the same whether you order 10 copies or 10,000. We are the trusted supplier to many household names.

DARREN.COgger@GREAT-BRITISH-JIGSAWS.CO.UK

WWW.GREAT-BRITISH-JIGSAWS.CO.UK

Hy-Pro has over 25 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

BRINGING BRANDS TO LIFE

Infinity Inc. are your go-to specialists for sports apparel printing, bringing you quick-to-market fanwear and sponsor printing and application services. Based in Leeds, we deliver fast, flexible, and cost-effective solutions. Trusted by clubs at the top of their game, we ensure high-quality results every time. Our expert team works closely with you to craft custom designs that truly reflect your club's spirit, while our efficient production process guarantees timely delivery. With a focus on detail and customer satisfaction, we're here to elevate your club brand and fan engagement.

SPORTS@INFINITYINC.CO.UK

WWW.INFINITYINC.CO.UK



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
 DYLAN@INITIALINCENTIVES.COM
 WWW.INITIALINCENTIVES.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.

INFO.ITEX@BEHRENS.CO.UK
 WWW.I-TEXUK.COM

JACK & JONES

PRODUKT

At PRODUKT, we take our retail sales knowledge and best selling designs from Jack & Jones so you can be rest assured you are giving your fans exactly what they are looking for. Known for our high-quality garments using Organic and recycled fabrics, we bring the spirit of the game to life in every piece we create. Whether it's your favourite team's iconic jersey or a casual street-wear collection that echoes the energy of match day, our designs resonate with the true essence of fandom.

FELIX.TILLER@BESTSELLER.COM
 WWW.JACKJONES.COM



Increase your brand's customer experience with customized products from Kids Marketeers. With a character as the starting point, we can create every product you can imagine. Backpacks, back to school products, key chains the possibilities are endless. Kids Marketeers develops the most wonderful merchandise for a lasting impression. Kids Marketeers can develop your graphic designs, characters, and illustrations. Our team includes professional illustrators, designers and editors. We will help you get the best results.

INFO@KIDSMARKEETEERS.COM
 WWW.KIDSMARKEETEERS.COM



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



M2A Merchandising is operating on merchandising development for professional clubs for 25 years. Leading company on French market, we have pleasure to collaborate with European clubs for several years (Benfica Lisbon, Girona FC, Anderlecht, Standard Liege, Servette Geneva ...) and in various sports (football, rugby, basketball, F1, e-sports ...).

We are pleased to present you our on-demand offer for football and rugby balls, including an innovative sustainable football (70%).

COMMERCIAL@M-2A.FR
WWW.M-2A.FR



An award-winning UK company, best in class when it comes to creating limited edition affordable collectibles. After spending almost 20 years partnering with all the film and video game studios, we have now turned our attention to sports.

Over the past two years we have been asked to create bespoke ranges for some of the biggest clubs in Europe, these ranges have been received fantastically well by fans.

With MOQ's of just 500, proven sales and impressive retailer margins, now is the time to collaborate with Masters of Metalwork.

INFO@MASTERSOFMETALWORK.COM
WWW.MASTERSOFMETALWORK.COM



Specialized in sports merchandising and communication objects, we have been designing, manufacturing and distributing many product ranges for more than 10 years.

INFO@MBA-MERCHANDISING.COM
WWW.MERCHANDISING.COM



M Deluxe Textiles GmbH is one of the leading suppliers of tailor-made baseball caps and knitted hats in the sports marketing, leisure and industrial sectors.

M Deluxe Textiles GmbH offers you a full service in the field of textile headwear, starting with the development of target group-orientated designs and ending with the on-time delivery of your customised goods.

CONTACT@MDELUXE.DE
WWW.MDELUXE.DE



Medoc is acknowledged as a market-leader in Sports, providing solutions to venues including Premier, Championship, League Football, Cricket and Rugby Clubs. For pop-up events, we loan up to 150 ePOS units, with zTSM providing full management. zTSM Merchandising, including our unique Dashboard and Business Intelligence, to assist with every aspect of a retail operation. Together with Hospitality app and solutions, such as Stadium Tours, Shirt Printing kiosks, Kit Manager and Course bookings, venues can implement a complete solution from us. Large enough, with experienced well-qualified resource, yet small enough to maintain personal contact in the years that follow.

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



Innovative products and new trends on more than a hundred stands.
 The Merchandising fair at the Volksparkstadion in Hamburg shows exclusive impressions in the future of sales and distribution of merchandising goods. More than 1000 visitors from sport and industry are joining the fair every year. The 22nd "Merchandising Messe" will take place on 13th and 14th of November 2024.

MESSE@HSV.DE
WWW.MERCHANDISING-MESSE.DE/



Notjust is a UK-based ethical and sustainable garment manufacturer. Our Manchester factory produces bespoke merchandise for sports, fashion, and promotional clients. We have an in-house design team who enable us to create truly unique designs for products including Scarves, Headwear, Knitwear, Blankets, Christmas Jumpers, and other clothing.

We also have partner factories in Turkey, Pakistan, China & USA meaning we can source the majority of retail products such as coats, jackets, jersey wear, sublimated cushions & towels.

SALES@NJGARMENTS.CO.UK
WWW.NJGARMENTS.CO.UK/



At Widdop & Co., with over 140 years of experience, we specialise in providing high-quality, tailored gift merchandise for sports clubs and events. Through Now or Never Studios, we offer custom apparel, accessories, and promotional items, ensuring clubs can connect with their supporters. We work closely with our customers to develop innovative merchandise solutions that boost team spirit and brand visibility. As a trusted partner, we deliver exceptional service, competitive pricing, and timely delivery. Visit us at stand C9 to explore our latest offerings and see how we can elevate your club's merchandising strategy.

SALES@WIDDOP.CO.UK
WWW.WIDDOP.CO.UK/NOW-OR-NEVER-STUDIOS

OpSec Security

STAND 48



OpSec helps enterprises build and protect the value of their intellectual property and brands. At OpSec, we adopt a 'brand ready' approach, with services and solutions that enhance and protect brand value. They span the physical and digital, and the intangible and the practical. It includes know how and software that empower brands to manage their intellectual property, licensing, marketing, and supply chains, as well as components for authentication, enhancement, and product identity. Most importantly, it unites insight, function, design, and security to help build and sustain brands that embody innovation, authenticity, impact, and enduring values.

JDAVIDSON@OPSECSECURITY.COM
WWW.OPSECSECURITY.COM/



D&E Distributors / Car Essentials and Official Car mats are the UK's leading manufacturer of Car mats, manufacturing directly from our Lancashire based factory for over 30 year's, so as you can image we have become pretty good at it. Universal fit car mats direct to club shops, with low minimum order quantities of only 25 units. Tailored to fit car mats, direct from the manufacture and drop shipped to the client, with the Club crest and added personalisation, under license, with over 7,000 UK patterns of car mats to select from and a choice of materials.

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

PEERS HARDY

STAND 73

Peers Hardy Group

Peers Hardy are suppliers of quartz and smart watches for adults and children, wall clocks and tech accessories (ear pods, speakers, travel plugs, digital clocks and power banks etc). We offer bespoke branding on all of our products for your club or organisation. This includes the product itself and the packaging. Our MOQ's are low and lead times are as little as 6 weeks. We already deal with a number of clubs from the Premier League to League 2 as well as car companies and other businesses. We would love to speak with anyone interested in expanding their retail offering.

JBARRETT@PEERSHARDY.CO.UK
BROCHURES.PEERSHARDY.CO.UK/VIEW/993720404/



Upcycled Football Merchandise

We are the world's first professional Football Upcycling Company.

Getting closer to your idol or favourite football club, while working on a better world, has never been so cool before.

We produce unique merchandise by professionally upcycling your old footballs!

Handmade in The Netherlands

INFO@BALLPLYRS.COM

WWW.BALLPLYRS.COM



We can offer your club a fantastic opportunity to stock new products in your shop and online, related to your entire sports club framework, giving you a new revenue stream, without any investment, with personalised drawings and gifts plus utilising your licensed images we can create a great income revenue without doing anything.

INFO@PREMIERSPORTSPRINTS.CO.UK

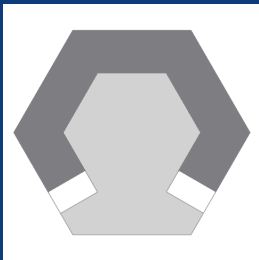
WWW.PREMIERSPORTSPRINTS.CO.UK

PRO SCARVES

STAND 17

SCORE DRAW LIMITED

STANDS 43 & 84



We specialise in high definition knitted football scarves and beanies. We have been in business since 2008. Since then we have been producing scarves for leading European clubs and associations. 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.



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 40 football clubs and national associations accommodating over 600 styles from over five decades - 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 – that is widely accepted by football clubs, football players and football supporters as the definitive reproduction.

OFFICE@PROSCARVES.COM
PROSCARVES.COM

WWW.SCOREDRAW.COM/

SCRIBOS



a KURZ company

SCRIBOS develops and manufactures innovative and secure product markings, which can be combined with cutting-edge digital tools. These effective brand protection solutions empower brand owners all over the world to combat counterfeiting, gray market trading and unauthorised overproduction. On top of this, they open avenues for customer interaction, track & trace and market analysis.

HELLO@SCRIBOS.COM
WWW.SCRIBOS.COM

SIGNABLES

STAND 39



Signables was created for one reason and one reason only – to allow fans to collect memorabilia in an easy and fun way! We want everyone to be able to show off their team pride in an affordable, cool and innovative way. Our mission is crystal clear: We're here to revolutionize the autograph game by delivering an authentic, ready-for-display sports collectible called a Signable! Featuring your favorite professional football, soccer, and baseball stars, this patented product is a flat sport ball and features the athletes digital signature. It comes in a stand ready to display your fan cave!

LAUREN@SIGNABLES.COM
WWW.SIGNABLES.COM



SGBALL

Terrain créatif

Founded in 2012, SGBall's initial mission was to offer its expertise and knowledge to sports clubs for the creation of their merchandising products. In particular, we have established partnerships with the majority of Ligue 1 and TOP 14 clubs.

In 2016, the SGBall team decided to expand its customer base by extending its range of products to retailers and advertisers. This collaboration and networking has enabled us to work indirectly with major brands such as Nutella, Coca Cola, Netflix and many others.

SALES@SGBALL.COM
WWW.SGBALL.COM

SMITH BATESON

STAND 88



Reusable Carrier Bags, E-com Mailers, Luxury Hospitality Bags & Presentation Boxes. Store Carrier bags : 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 100,000ft2

BRC Accredited Distribution Centre – stock management service available

Responsible Global Sourcing

Sedex members

Established 1801

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

BAGS@SMITHBATESON.CO.UK
WWW.SMITHBATESON.CO.UK



Founded in 2004, 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 additions, IOM TT motorbike racing & the HSBC World Rugby 7's brand. We have also further enhanced our stable of football brands with the signing of European Powerhouses FC Barcelona & AC Milan, welcome additions to our already impressive array of elite football clubs under license.

SALES@UKSOURCELAB.COM
WWW.UKSOURCELAB.COM



Sphere Time is specialized in the design, production and distribution of watches and clocks globally. Our watches can be fully personalized with your team's logo, colours and designs. We produce Classic, Fans, Kids, Sport, Fashion watches and way more. Our Smart watch collection can be supplied with a personalized software with your dial design. We use high-end components to supply our watches with the highest quality. Our in-house design studio will be happy to create original concepts – free of charge - reflecting your brand's image. We also have acquired and are distributing watches under license. (Chelsea FC, ManCity, PSG,

INFO@SPHERETIME.COM
WWW.SPHERETIME.COM



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.

INFO@SPORTDESIGNSWEDEN.SE
HTTPS://SPORTDESIGNSWEDEN.SE/



'Looking to 'lifestyle' your club's merchandise?

Come by the State of Football stand to spar some ideas and experience the highest level of design innovation and quality of product on the market (BCI cotton & 100% recycled polyester).

Trusted licensee of the biggest sporting organizations on the planet; Man City, UEFA Champions League, Olympic Games, and more.

#ForTheLoveOfTheTeam

Exclusive, introductory SMLS offers at the State of Football stand

INFO@STATEOFFOOTBALL.COM
WWW.STATEOFFOOTBALL.COM

STORM INTERNATIONAL

STAND 74

T&F Sports Apparel

STAND C25



storm
INTERNATIONAL

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
WWW.STORM-INTERNATIONAL.COM



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
WWW.TFAPPAREL.LTD

The Funky Deer Merchandise

STAND 22

The Gift Scholars

STAND C26



The Funky Deer Sports Club Merchandise is a market leader in sustainable merchandise located in the Greater Manchester area. All our products are made in-house, in the UK 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, you know that your bespoke merchandise is eco-friendly.

CHRIS@THEFUNKYDEERSPORTSCLUBMERC
HANDISE.CO.UK



Based in Warwickshire, The Gift Scholars supplies quality merchandise to 100+ sports clubs across the UK and Europe. We offer a wide range of off-the-shelf and bespoke products, including low MOQ bespoke options across our range of products. Our service engages with customers from initial design to delivery and display, ensuring the very best in retail performance. We prioritise eco-friendliness, with most products transitioning to 100% recycled materials from 2023. We offer plastic-free and 100% recycled packaging options, incorporating recycled materials into many products. Join us in our commitment to sustainability and high-quality products.

SALES@THEGIFTSCHOLARS.COM
WWW.THEGIFTSCHOLARS.COM

The KitBox

STAND 6



A KitBox® is a hand-finished, football or rugby box frame, containing a figure with boots, a bag and a ball. They make excellent keepsakes for sports enthusiasts.

They are roughly A5 sized, 500g and currently retail from £35, making them a perfect take home collectable from matches and events.

Unique in the sports memorabilia market, our current range of KitBoxes includes the shirt backs of legendary players, cup or league winning teams, and specific moments in sports history.

We are able to reproduce logos and sponsors on shirt fronts with licensing permission.

INFO@THEKITBOX.COM
WWW.THEKITBOX.COM

The Original Metal Sign Co

STAND 7



The Original Metal Sign Company are based in Keighley West Yorkshire and are proud that all of our ranges are both designed and manufactured here in the United Kingdom. We sell to many football clubs that purchase bespoke ranges from ourselves and we offer low minimum order quantities for all items that we manufacture. We are a market in the U.K. for metal and wooden signs, including fridge magnets, coasters and ceramic mugs- we also offer Bar Runners, Mouse Mats and Magnetic Memo Pads. There is no fee for artwork and set up of all lines.

RICHARDT@ORIGINALMETALSIGNS.CO.UK
WWW.ORIGINALMETALSIGNS.CO.UK

TIGER MERCHANDISING

STAND 45



Tiger Merchandising offers 3D puzzles, Bricks, Baby Gifts and speedcubes

WWW.TIGERMDS.COM

TLB SPORTS LTD

STAND 58



At TLB Sports our mission is to provide professional sports clubs with high quality merchandise. During my nine 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 pyramid. 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, retro inspired Kit Knits and core fashion knitwear that are all manufactured in the UK.

TOM@TLBSPORTS.CO.UK
WWW.TLBSPORTS.CO.UK



INFO@TOPFANZHOME.COM
TOPFANZHOME.COM



White Fox Inc specialises in creating made-to-order bags and accessories for brands, retailers and events. Utilising the finest materials including leather, cotton canvas and sustainable fabrics we design bespoke products with enduring appeal.

MATT@WHITEFOXINC.CO.UK
WWW.WHITEFOXUK.CO.UK



WIEBO International B.V. is company who is specialized since 1993 in sportmerchandise .

The sportmerchandise articles are Socks, Luxury viscose scarves, Baby/children clothing, Ties, Onesies for children, Knitted wear collection with Scarve and beanies, X mas Jumpers etc.

Socks are mensocks, sportsocks, sneaker socks. Baby/Children clothing is Body Jumper, Shirts, Jacket, Hoodies, Swimwear and knitted Collection is fashionable sweaters with Caps ,Beanies and Scarves.

INFO@WIEBOINTERNATIONAL.COM
WWW.WIEBOINTERNATIONAL.COM



Established supplier of Men's Gifts, Premium and Corporate Merchandise.

Categories on show include, Executive Gift, Homeware, Stationery, Souvenir's, Corporate Gift, Leatherware, Xmas Gifting, Novelties, Drinkware etc

DAVID@WIZZARDGIFTS.CO.UK

WORLD SPORTS MERCHANDISE



World Sports Merchandise is a market leader in premium merchandise for all sporting industries. We are proud to announce our brand new scarf factory based in the UK! As part of the World Sports Company Group we specialise in:

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

We are proud to supply top sporting brands across the World as well as small amateur organisations. We are confident we have a solution for everyone.

STEVEN.DARCY@WORLDSPORTSCOMPANY.COM
WWW.WORLDSPORTSCOMPANY.COM

Your Own Brand Golf



Your Own Brand Golfs existing customer base already appreciate our ability to consistently offer the very best in bespoke branded and personalised golfing merchandise.

However, never ones to stand still we are developing rapidly to meet an ever-growing and increasingly sophisticated demand for golf product options and innovation.

TOM.ARMITAGE@YOUROWNBRANDGOLF.COM
WWW.YOUROWNBRANDGOLF.COM

STAND 31

WORLD CENTRE LTD

STAND 70



World Centre Ltd are the UK's leading supplier of jewellery & gifts to the sports trade.

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.

SALES@WORLDENTRE.CO.UK
WWW.WORLDCENTRE.CO.UK

STAND C20

ELLIS RUGBY & ELLIS SPORTS

STAND 12



Ellis Rugby & Ellis Sports specialise in heritage collections manufactured from 100% cotton. The company offers retail and bespoke ranges for both Rugby Union and Rugby League. In addition through Ellis Sports, they have developed outstanding collections for the likes of Leeds United, Aberdeen FC, Plymouth Argyle, and Team GB. They lead the way in vintage sporting apparel providing researched designs from the organisation's history along with sustainable production.

INFO@ELLISRUGBY.COM
WWW.ELLISRUGBY.COM



Sports souvenirs specialists with UK, European and Far East partners we aim to help clubs & associations of all sizes.

SALES@JUST-MERCH.CO.UK
WWW.JUST-MERCH.CO.UK



Carat Shop have been established for 18 years manufacturing and distributing licensed merchandise as a licensee as well as directly for the licensor or brand.

Our product collections include Jewellery, Watches, Souvenirs, Hair Accessories, Gift Sets, Christmas Decorations and Calendars.

We have recently launched into the Sports side of licensing, working for a number of Premier Football clubs to create and distribute branded products as a licensee. Carat Shop has a large customer base supplying small Independents, High Street Stores, Ecommerce and Department Stores globally. We are looking forward to our first time exhibiting at this show.

CRAIG.HUGHES@THECARATSHOP.CO.UK
WWW.TRADE.THECARATSHOP.CO.UK



LONDON BRAND LICENSING EUROPE 2025

7-9 OCTOBER

SAVE THE DATE

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



7 -9 October
ExCeL London

brandlicensing.eu



SOURCE LAB

Proud Sponsors of the
Sports Merchandise & Licensing Show

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

CHELSEA FOOTBALL CLUB
www.uksourcelab.com

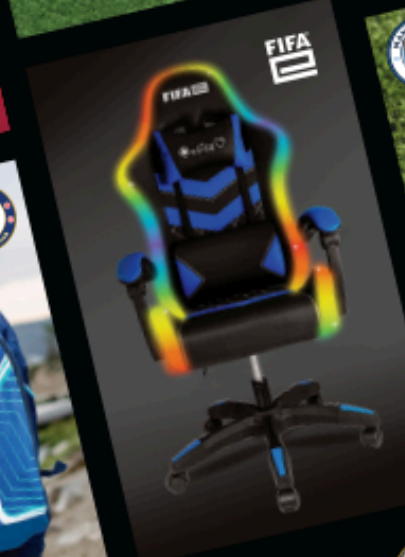
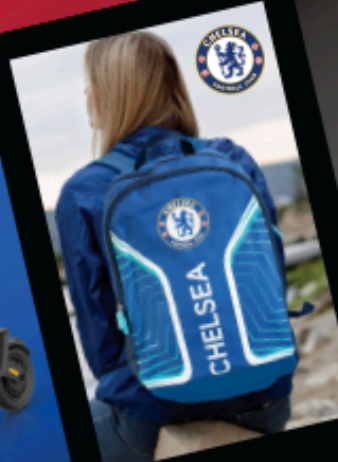


PAN-EUROPEAN LICENCE

FOOTBALLS, DRINKWARE, GOALS, TABLE GAMES, LUGGAGE & ACCESSORIES



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



Hy-Pro International Limited, Hy-Pro House, Centrus Park, Arrenson way, Dunstable, Bedfordshire, LU5 5BN, UK, TEL: +44 (0) 1582 670 100 Email: info@hy-pro.co.uk WEB: www.hyprosports.com

foco

TABLEWARE



foco

LUGGAGE



foco




FOCO is a leading manufacturer of officially licensed sports merchandise. FOCO's success is directly related to our ability to bring new and exciting designs, ideas, and manufacturing techniques to categories in need of innovation. Working with a number of clubs and producing high quality items for any occasion.




foco

uk.foco.com

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 [foco_uk](https://www.instagram.com/foco_uk)

 [foco_uk](https://twitter.com/foco_uk)

foco

Thank you and see you in 2025!

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:

Source Lab

FOCO

Hy-Pro International

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.

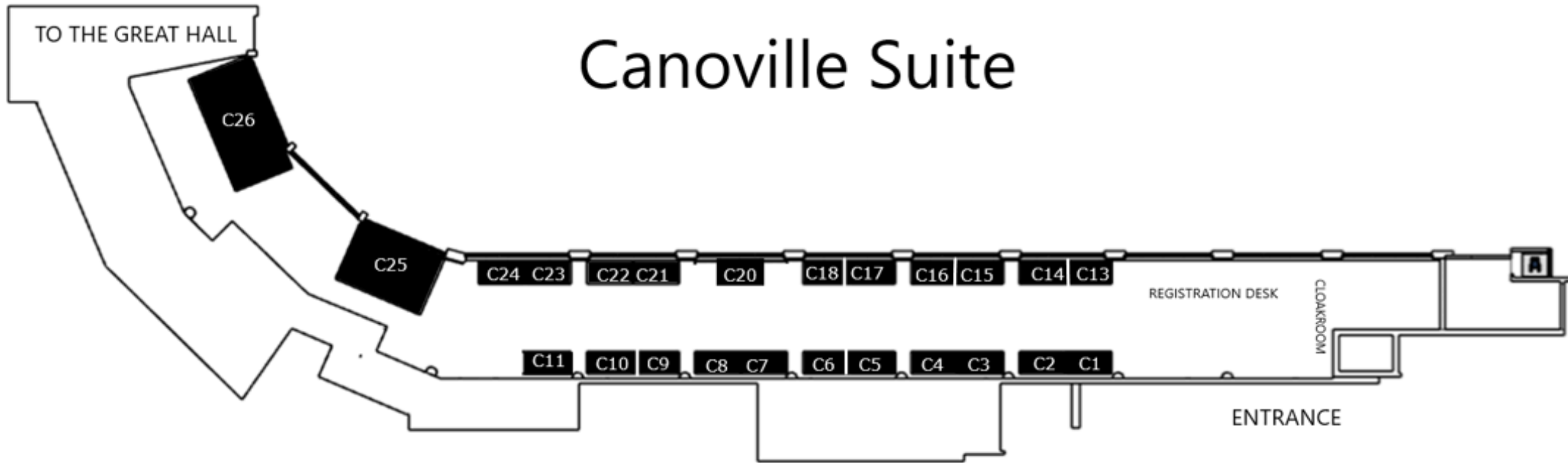
We also thank all of the brands and retailers for joining us from all around the globe!

SMLS 2025 will return on Tuesday 9th September 2025, further information will follow in due course.

The Sports Merchandise and Licensing Show Team

merchandiseshow@chelseaafc.com

Canoville Suite



BEIGEBELL LTD C13

Big Bobble Hats C16

BRANDYOURSHOES C18

CARAT SHOP C17

Collab Apparel C7 & C8

Digital Boutique C21 & C22

Doug'sWorld Ltd C5

FAHNEN HEROLD |Flagsand more C15

Fan Club C11

FANROBE C14

FOOTBALL TRADE DIRECTORY C6

Jack & Jones PRODUKT C23 & C24

NOW OR NEVER STUDIOS BY W&CO. C9

PREMIERSPORTSPRINTS C1 & C2

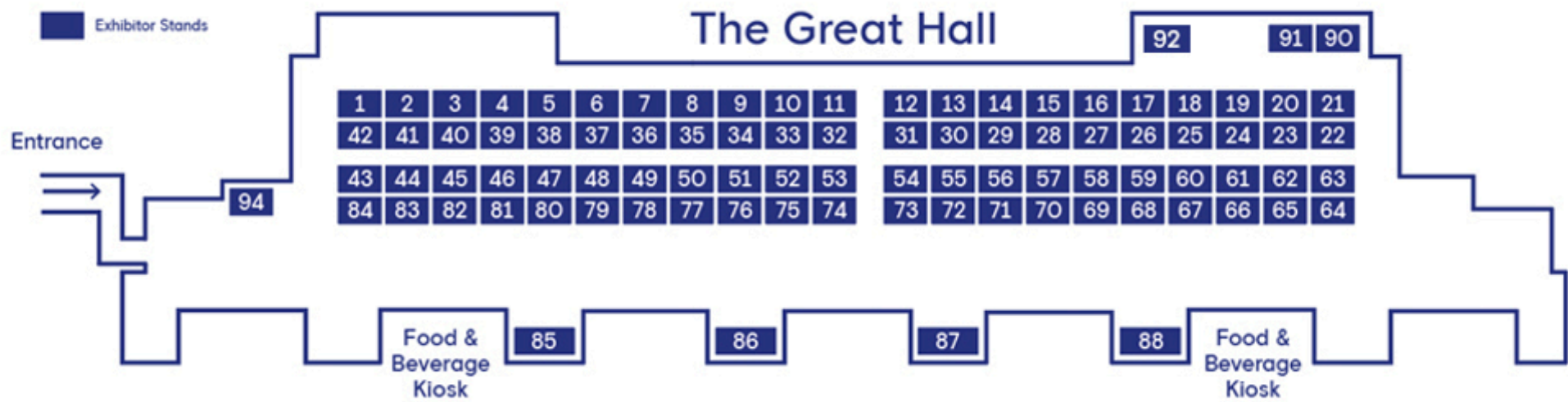
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Your Own Brand Golf C20



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