



Create emotions, win over fans

The 2024 European Championships are on the doorstep and Germany is already eagerly looking forward to the major football happening. mbw is presenting an exclusive theme box with product ideas and examples of application to provide inspiration for campaigns on the mega event.

Interested parties can order a sample box crammed full with a carefully selected range of products on the themes football and national teams – from imprinted jerseys, to sporty rubber ducks, through to football crazy *Mr. Berts*®. The attention-grabbing products can be implemented for a wide range of applications and offer promoting companies the opportunity to present themselves during the EURO 2024. The sample box contains everything needed to impress the wide target group of football fans and address them with one's own advertising message. Whether give-aways for sport bets, on-packs for foodstuffs, attractive products at the point of sale or advertising for clubs – mbw has the right solution for every occasion to turn the 2024 European Championships into an unforgettable experience.

In addition to product samples, every theme box contains a flyer with examples of use and notes on the customising options of the products as well as a catalogue providing an overall overview of mbw's line-up.

mbw Vertriebsges. mbH
www.mbw.sh



Football meets fruit gum

Just in time for the mega sporting event of 2024 – the European Football Championships – Kalfany Süße Werbung is presenting precisely what the football fans love: Colourful footballs, jerseys, football boots and whistles to suit every fruit gum taste. Whether enjoying a spontaneous kick around at one's desk, the stadium atmosphere, sat in front of the TV at home or even for those, who hide their fruity delights under their pillows – the sweet temptations can be simply ripped open and devoured whatever the occasion.

The fruit gums are optionally available in conventional foil and dyes or in compostable foil and

dyes. The 10 g, 15 g or 20 g promotional bags can be imprinted with an individual message for minimum order quantities of 3,500 pieces and with their eye-catching advertising surfaces soon become an insider tip for the promotional activities of sports clubs, travel agents, boutiques, fitness studios & co. The tasty football fruit gums are available from the online shop for order quantities of just 250 pieces.

Kalfany Süße Werbung GmbH & Co. KG
www.suesse-werbung.de



Goal!

Play yourself rather than just watch: The products of Schildkröt invite people to actively take part in the fun revolving around the European Football Championships.

Pop-Up Goals (120 x 80 x 80 cm) turn one's home garden into a football pitch in a flash, where one can have a kick-around oneself before, after and in-between the matches. The goals made from durable polyester are equipped with four tent pegs each for attaching them to the ground and come in a set of two inside a bag. A video demonstrating how to assemble and disassemble the goals can be called up via a QR-code on the packaging.

The *Football Goal XL* with a metal pole plug-in system can be assembled at the flick of a wrist and attached to the ground using metal tent pegs. The net is pulled over the metal poles of the goal that measures 200 x 100 x 100 cm, whereby the robust nylon hem prevents it from

ripping. Thanks to the plug-in system the goal is portable and can be stowed away without taking up much space.

The small *Foldable Goal* is also child's play to put up and take down. Weighing 900 g and measuring 90 x 60 x 60 cm, the goal is extremely light and compact. To make sure it withstands hard shots too, it can be attached to the ground using four tent pegs.

The high-quality, new *Football#5* made from abrasion-proof and durable imitation leather is the perfect leisure ball for all football fans. It is an official competition size ball and thanks to the combination between a classic 32-panel design and its robust, shape-retaining rubber bladder inside it enables optimum ball control and a stable trajectory.

MTS Sportartikel Vertriebs GmbH
www.mts-sport.de