

## BRANDING OPPORTUNITIES

Football tables are an ideal product for branding in your company's chosen style, colours and corporate image. Whether you are interested in branding to use as a promotional aid or as a sales incentive, Garlando is the ideal partner.

More effective than a poster and longer lasting than an advert, a branded football table can communicate your message for years at a relatively low cost. This is an ideal advertising vehicle for entertainment venues and events where people are brought together to have fun and socialise.



Garlando have worked with some of the biggest brand names worldwide including Carlsberg, Nestlé, Pepsi, McDonalds and many major European football teams.

## THE PROCESS

The design process begins by the customer selecting the standard Garlando model that they would like to customise. We recommend the G-500, Foldy or G-2000 as base models.

Standard branding covers the outer cabinet but you can also choose to brand the inner cabinet, the playing field and the sections under the score counters if desired.

You can either create your own design or Garlando can do this for you. Once the design is complete, Garlando will produce a virtual dressing of the table to give you a visual on what the finished table would look like.

The football table is then produced with the branding elements using a PVC printing process to guarantee a high quality finish and colours that remain faithful to the brand. The entire output process is controlled inside the factory to obtain a result totally compliant with the customer's requirements.

The fact that there is no minimum quantity means that this is a very achievable option for a company of any size.

The whole process takes around 3 weeks from signing off the artwork.

## BRANDING PROCESS – HOW DO WE MOVE A PROJECT FORWARD?

If you would like a quote for a branded table, please complete the enquiry form which includes indicative costs and we will respond to you.

### Step 1 – Who Will Create The Design?

You have 2 options here. These are one-off costs no matter how many tables you order:

#### Option 1

Design by your own people using templates provided by Garlando. Your creative team can design the table anyway they like using your logos, colours, graphics etc.

#### Option 2

Design by Garlando using images, logos and a design brief from you.

### Step 2 – Which parts of the table will you brand?

Standard branding covers the outer cabinet but you can also choose to brand the inner cabinet, the playing field and the sections under the score counters if desired.

### Step 3 – Design Options

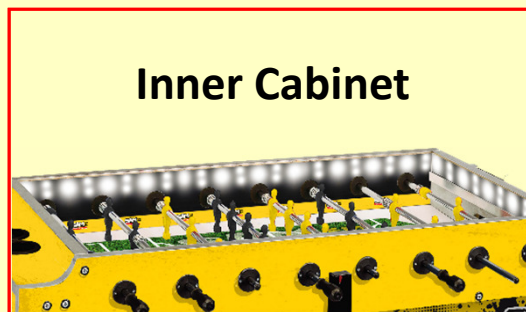
There are also other options to consider such as type of rods (telescopic or solid), if leg levellers are required and team colours.

### Step 4 – Virtual Image

Once the design is done, Garlando will produce a virtual dressing of the table to give you a visual on what the finished table would look like.



**Outer Cabinet**



**Inner Cabinet**



**Score  
Counter  
Panels**



**Playing Field**