



**IDENTITY Fc®**

MKT 015\_00

# Since 1964

Heliotextil provides solutions in textile products, accessories and components, such as: Labels, Transfers, Emblems, Elastic bands and Ribbons (simple and assembled), Personalized Products, as well as technologies related to its solutions.

It creates, develops, produces, markets and provides services to personalize, decorate and functionalize the products of its clients, who are the owners of brands, industries and resellers, mainly in the Sports, Technical Textile, Fashion, Packaging and Promotional sectors.

Along with its industrial capacity, it internally has Design, Research and Development skills as well as programming and software, focused on reinforcing innovative solutions as a relevant differentiating factor in the target markets where it operates. Applies certified management systems with a clear commitment to continuous improvement, innovation and sustainability.



**1964**  
established in

**1000+**  
customers

**10.000+**  
square meters

**+37**  
markets

**120+**  
employees

**80%**  
exports

# Vision

We intend to be a global reference in providing solutions in products, accessories and specialized textile components for demanding and differentiating market segments, based on quality, innovation and value creation, with full customer satisfaction, ensuring the sustainability of the organization.

# Mission

Satisfy the needs and expectations of national and international customers, through a diversified offer of solutions in products, accessories and textile components, services and related technological solutions, adding a strong component of knowledge, ensuring adequate training of human resources and adopting the best management practices supported by certification systems that ensure, as a whole, the creation of value and the sustainability of the company in the future.

# Values

- Ethics and transparency in human and business relations
- Respect for the environment
- Appreciation and qualification of human resources
- Quality of products and services
- Proximity to the customer
- Operational efficiency
- Image and stability of the company

# Objectives

- Customer orientation
- Operational efficiency
- Employee involvement
- Innovation as a determinig factor
- Respect for the Environment
- Health and safety
- Profitability and value creation

# Care For Planet!



## Materials Used

- Sustainable Materials
- Recycled Polyester
- Organic Cotton
- PVC Free
- Water based inks
- No harsh chemicals

## Company Commitment

- Reduce Carbon Footprint  
(by established goals)
- Reduce CO2 emissions
- Use renewable energy
- Optimize energy consumption
- Better use of water
- Waste reduction and recycling
- Source locally

## Certified Products

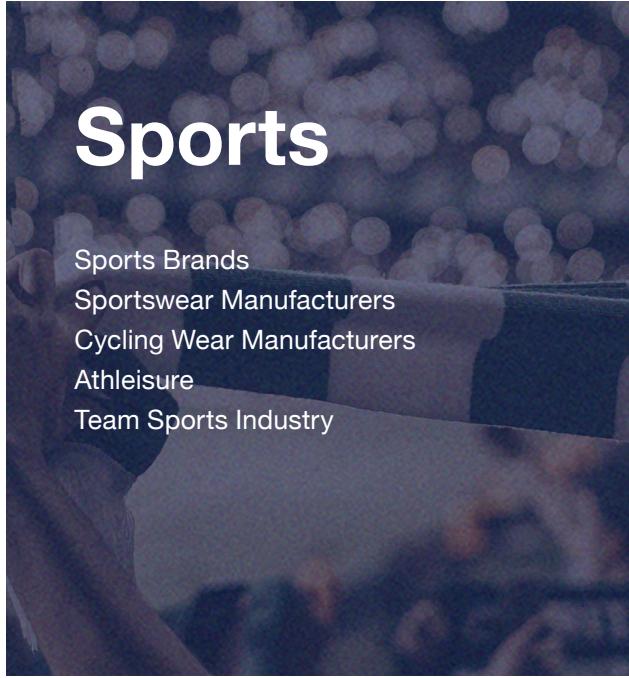
- Sustainable Products
- Labels
- Trims
- Elastics
- Ribbons
- Heat-Transfers
- Masks



HELIOTEXTIL is a GRS, OCS and RCS certified company. Only products which are covered by a valid Transaction Certificate are GRS, OCS and RCS certified.

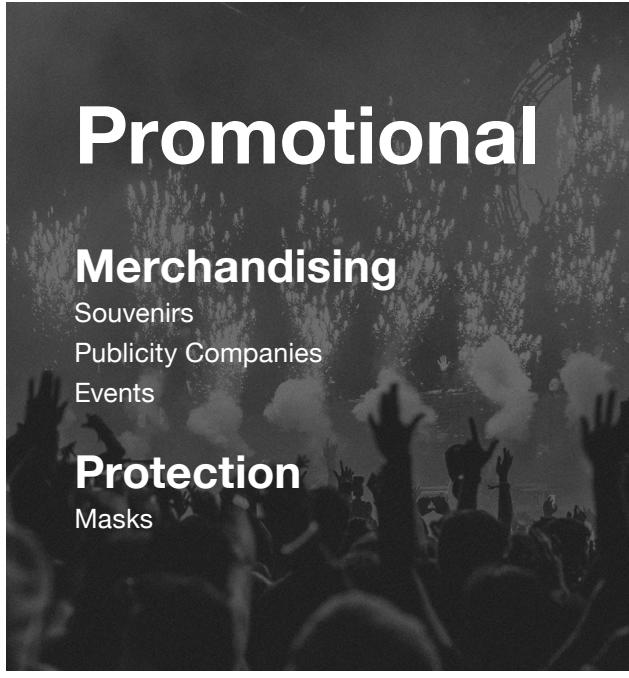


# Sports



Sports Brands  
Sportswear Manufacturers  
Cycling Wear Manufacturers  
Athleisure  
Team Sports Industry

# Promotional



Merchandising  
Souvenirs  
Publicity Companies  
Events

Protection  
Masks

# Fashion

## Apparel

Brands  
Confection  
Underwear  
Sock Manufacturers



## Footwear

Footwear Manufacturers

## Home

Textiles  
Decorations

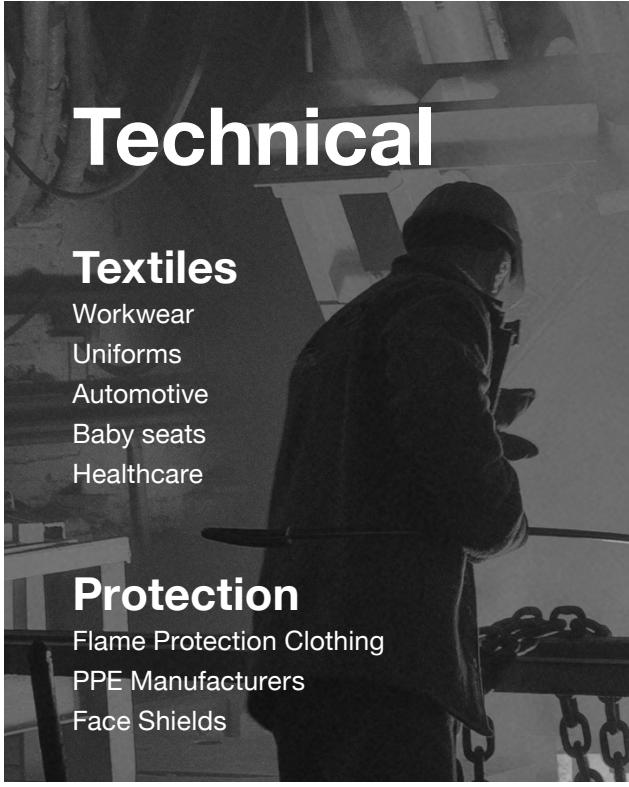
## Well-Being

Orthopedic Products

# Technical

## Textiles

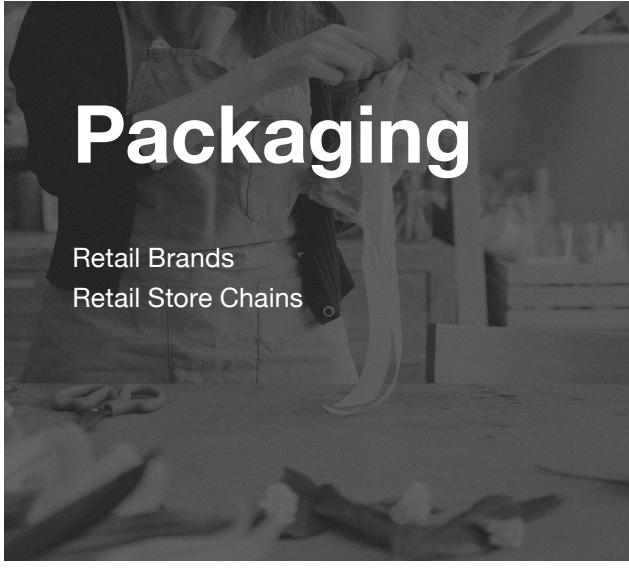
Workwear  
Uniforms  
Automotive  
Baby seats  
Healthcare



## Protection

Flame Protection Clothing  
PPE Manufacturers  
Face Shields

# Packaging



Retail Brands  
Retail Store Chains

# Business Activities

## 01. Industrial

### Diversity and Differentiation

Innovative profile based on know-how and state-of-the art technologies allowing to present an integrated offer in Labels and Badges, Heat-Transfers, Ribbons, Elastics, Packaging and Mix Merchandising.

Manages productions “by order” and generates own developed product offers.

## 02. Smart Technologies

### Embrace Future

Digitalization, merging products and platforms with own solutions towards target markets needs and trends.

## 03. Services

### Empowering Bonds

Making available more efficient tools to manage customers requests (myHelio), industrial capacity and tailored made engineering projects.

Sharing internal capabilities empowers bonds towards the organization.

# REACH FOR THE STARS



DREAM | SUCCESS | FUTURE

We create **IDENTITY for BRANDS!**

The 3 stars in our logo, represent the **Dream, Success** and sustainable **Future** that we always seek together with our customers, the brands owners..

Providing **high-performing solutions** in Products, Technologies and Services for industrial, retail, aftermarket and licensing applications.

**IDENTITY FC®** merges the areas of **Conceptualization, Design, Industry & Logistics, IT e Marketing**.

**IFC partners** are committed to **innovation** as a driving force, sharing and creating synergies, for **reinforcing brands** on their remarkable journey to **reach for the stars**

# 01. Products

Badges & Coversealings®

Heat-Transfers

Names & Numbers and Sponsors

Merchandising & Licensing



## Coversealings®

A unique product.

Combining technologies and materials.

Reliefs, substrates with textures, special fabrics and materials.  
Effects and finishes, metallic, iridescent, velvet, etc..

Enhancing eye-catching details.

## Badges

The ultimate symbol of the team Identity.

Collection of badges, exploring possibilities and showing some unique products.

Fine jacquard wovens, Reliefs, High-definition heat-Transfers, Embroideries, combinations of techniques and so on.

For each need the right Badge.





# Heat-Transfers

## Beyond Printing.

Heat-transfers produced by state-of-the-art technologies achieving the highest level.

Water based, sustainable, environmentally responsible and certified by several norms like "Oeko-Tex standard 100 level 1" and complying with main brands requirements.

Wide and demanding characteristics. High elasticity, fastness on colors, anti-migration, resistance to strong washings, compatibility with coated materials like rainwear, heat and flame resistance, certifications for industrial washings, motorsports, etc.

## Technical offer for different uses.





## Sponsors

**Deserved visibility.**

Single, multicoloured or in high definition, sponsors logos must have deserved visibility.

Fast production. Stocking and handling with IFC partners proximity services.

**Capacity to deliver in time.**

## Names & Numbers

**Beautifully easy to apply and performing.**

Smooth, resistant and with anti-migration properties.

Special effects and designs available.

N&N must look perfect on the team or supporters jerseys.  
**Made to last.**





## Licensing

**Empowering bonds.**

Depending on each case a licensing agreement can be the way of co-operating.

Our unique partnerships reinforce our customers identity.

**From N&N to Merchandising.**

## Merchandising

**Developing business.**

For brands who want to create a new business or improve existing one.

We can be the right partner to add differentiation on products and services.

**As a product or service provider.**



# 02. Technologies

Exclusividade & Brand Protech®

NFC



## Brand Protech®

Security solutions for brand authenticity.

BRANDPROTECH® has its own high-security certified hologram available. Rastreability, digital functionalities, low investment.

**Protect and manage your brand.**



## Exclusivity

Brand connection to end user and more.

Tap or scan to connect. Register users, verify authenticity, share contents, information, care instructions, story about the product and its life cycle, etc.

Connecting brand exclusivity.





# NFC

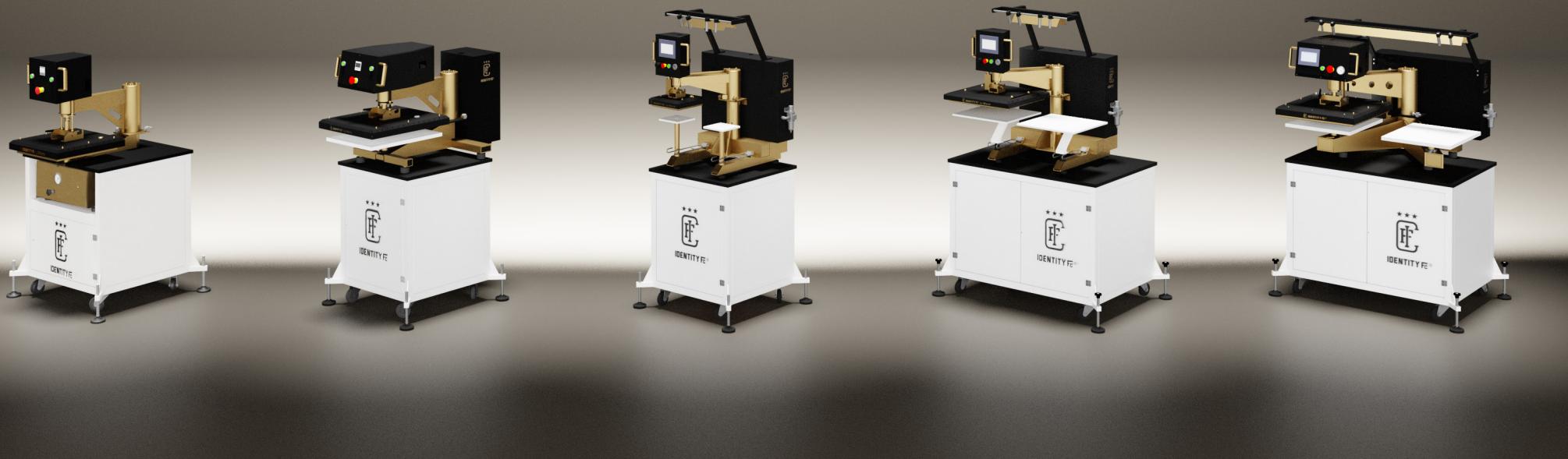
**Technology that brings users closer to the brand, quickly and intuitively.**

It allows immediate interactions with a simple touch: access exclusive content, verify product authenticity, receive instructions for use, videos, campaigns, and much more.

**It creates a direct, secure, and personalized connection between the product and the user.**

# 03. Services

Logistics & Heat Presses  
3D Customization & E-Commerce  
Event Management



## Logistics

When handling is necessary before product goes on the market, IFC partners provide proximity services.

Capacity for storage, handling, unpacking, personalization and heat-transfers application, packing, labelling and shipping to the final destination.

Capacity, technology and experience.

**All conditions together.**

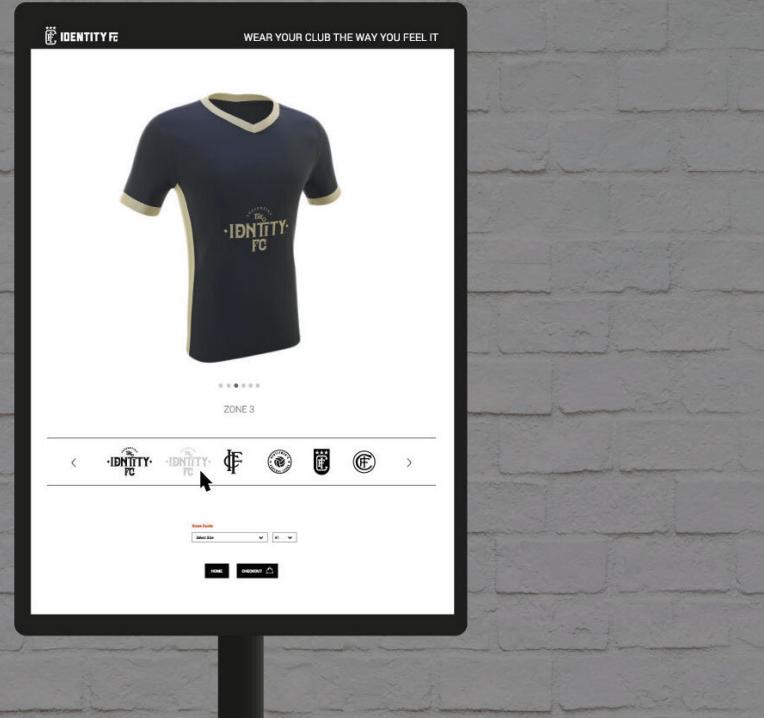
## Heat Presses

To achieve the best results we offer a variety of Heat Presses, each of them designed to meet our client's needs.

Customized Heat Presses with 2 different size tables, 3 different size plates and accessories like a cap or ball base.

**High quality heat presses.**





# E-Commerce

For brands that want to have or improve their online presence, we can help with web projects.

We help with development as service providers.

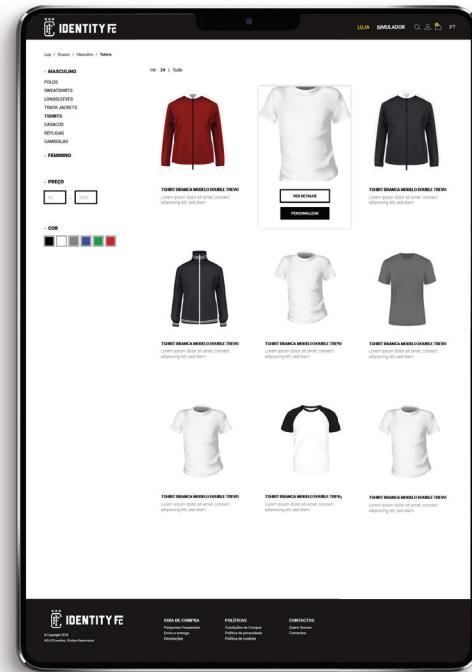
**We can help with web projects.**

# 3D Customization

3D customization tools for real results.

For online stores or interactive kiosks.

**Make a difference with personalization.**





# Event Management

Use of innovative wristband technologies, integrated with our brace-in platform.

Access management, cashless, credits and offers, registration website and much more.

**Our own technologies and platforms.**

brace-in®



# 04. Portfolio

A summary of some of our projects.



## Brands



## Federations



## Clubs





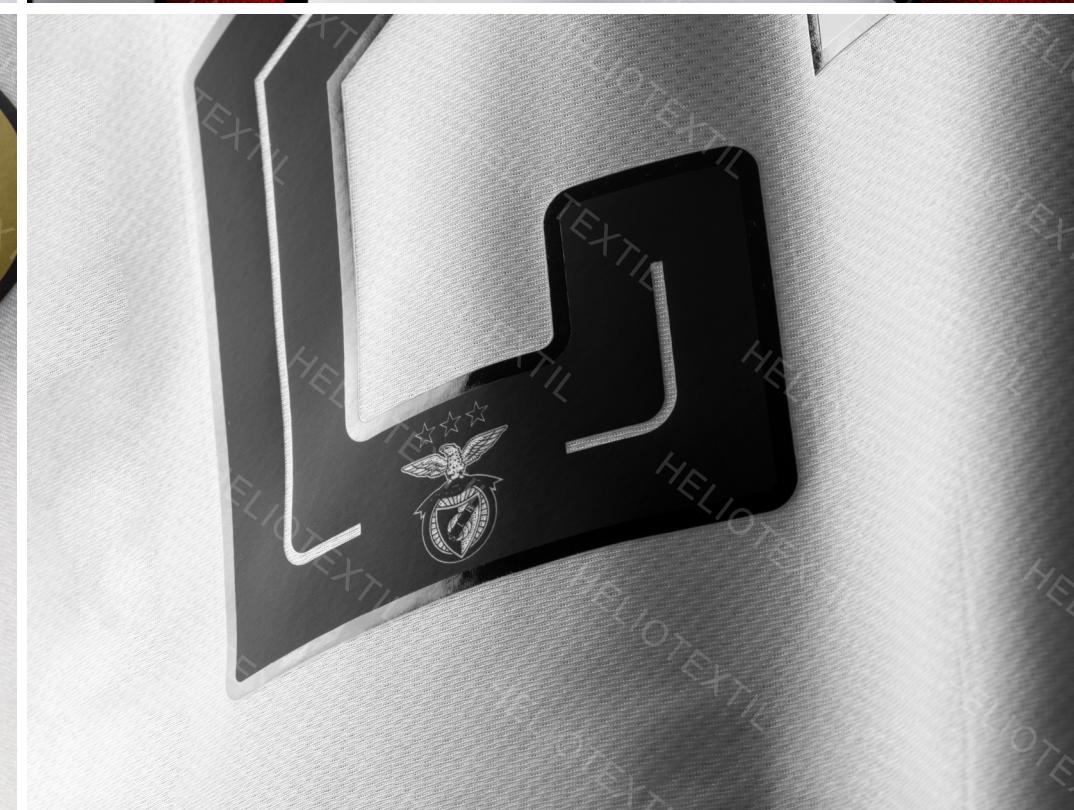
Portfolio / Badges



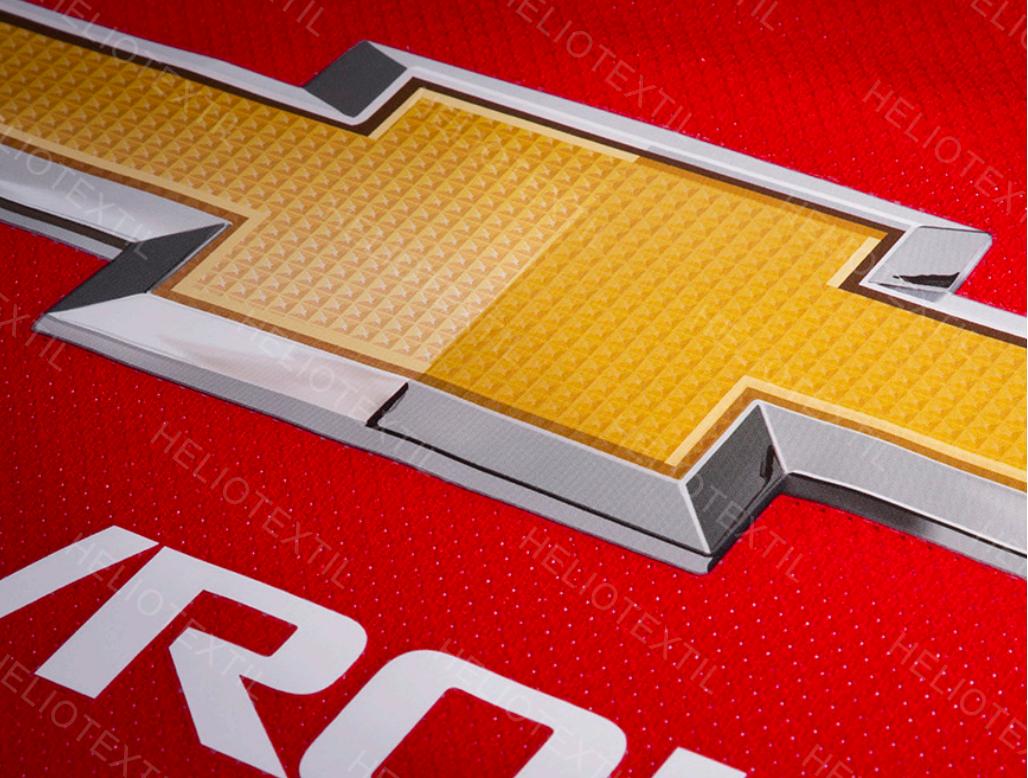






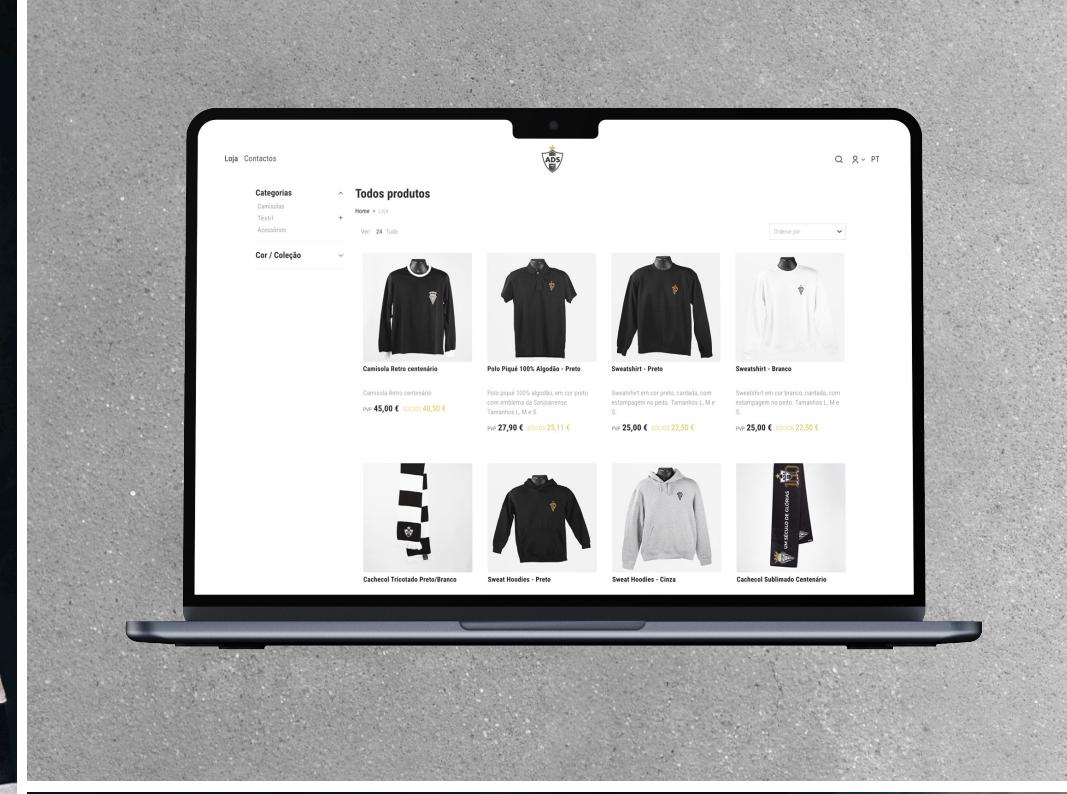








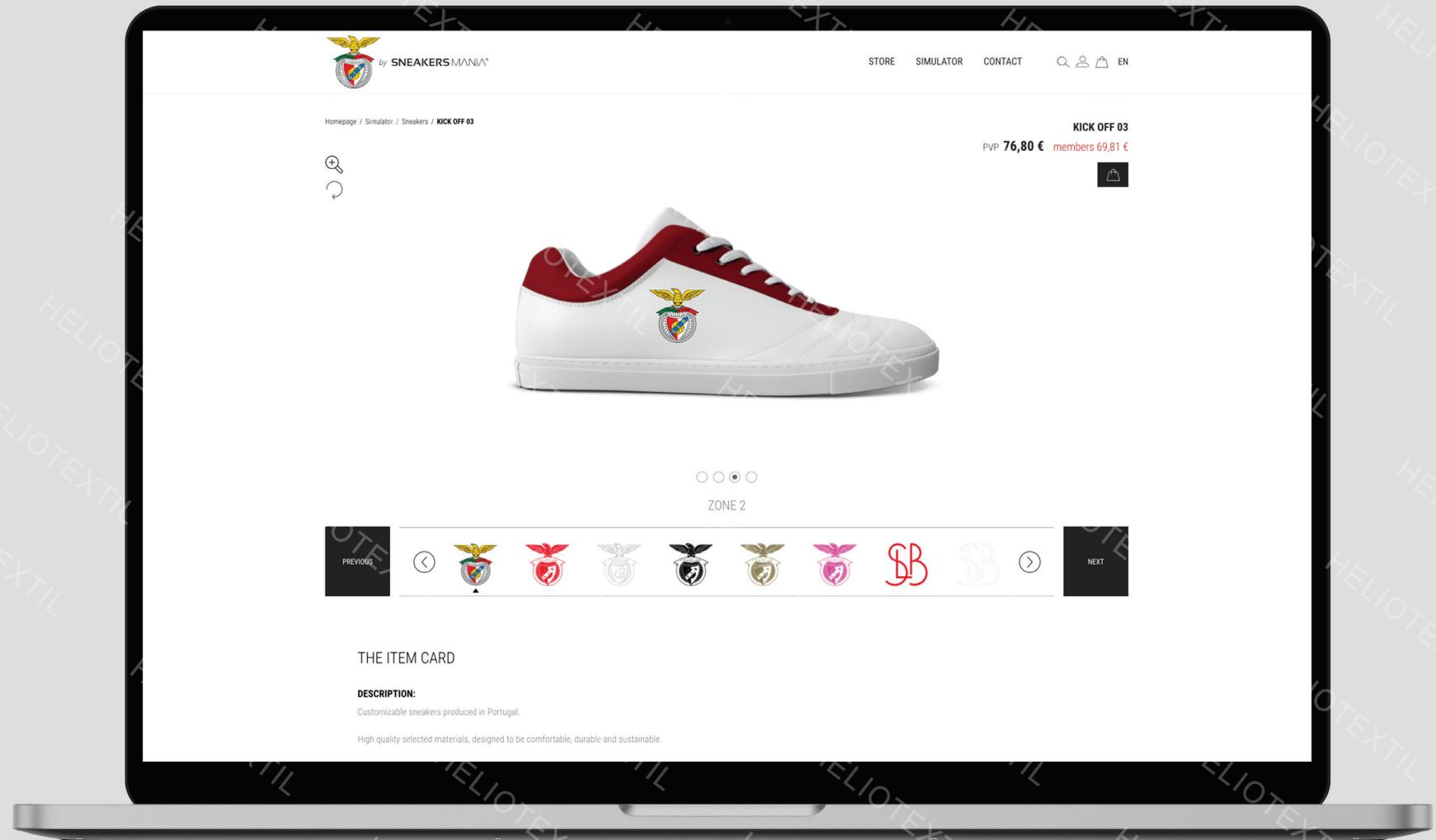






SNEAKERS MANIA®

Portfolio / Merchandising & Licensing





# Thank You



[www.heliotextil.com](http://www.heliotextil.com)