

NEW SPONSORSHIP PARTNER:

THE SWISS ICE HOCKEY FEDERATION AND FLYERLINE JOIN FORCES



L. Goldschmid (SIHF), M. Baumann (SIHF), S. Tomasi (Flyerline) & F. Wehrli (Flyerline)

Altnau (24 November 2022) – Flyerline Schweiz AG is the official print partner of the Swiss Ice Hockey Federation. Both look forward to working together in the future.

Another top partner from the realm of elite sport

Nationwide partnerships in the areas of sport, culture and society are an integral part of Flyerline's sponsorship strategy. The name Flyerline stands for Swiss production, Swiss service and print products that are produced in a 100% climateneutral process. Those were some of the important prerequisites for the Swiss Ice Hockey Federation in its choice of print provider.

“Switzerland is an ice hockey nation and Swiss values are pivotal to both organisations. Given the Swiss Ice Hockey Federation's long history of tradition and success, I'm more than thrilled to contribute our innovative communications solutions to support it on the road to success.”

– Steffen Tomasi, CEO & Founder of Flyerline Schweiz AG.

Marco Baumann, Director of Marketing & Sponsorships at Swiss Ice Hockey, is also excited about the new partnership: “We've found a competent and reliable print partner in Flyerline. Our print products, from stationery and posters for ice hockey games to special products printed for VIP events and to promote fan engagement, are in the best



hands here.” The first results of this new collaboration will be visible in December at the SWISS Ice Hockey Games in Fribourg. That will mark the start of Flyerline’s appearances together with the Swiss national ice hockey team.

Business stationery, promotional materials and individual POS products

Flyerline provides a variety of printed products including flyers, business stationery, menus and invitations to support the Swiss Ice Hockey Federation. It also develops customised point-of-sale materials such as lifesized standees made of honeycomb cardboard that look like ice hockey players and make great photo opportunities for spectators



at ice hockey matches. Other customised print products are currently being planned.

You can find more information at www.flyerline.ch and www.sihf.ch



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