

RECORD-HOLDING CHAMPION AND INDUSTRY LEADER UNITE

FLYERLINE IS THE OFFICIAL PRINTING PARTNER OF GRASSHOPPER CLUB ZÜRICH



Contract signing with F. Wehrli (Flyerline), A. Schmocker (GC) & S. Tomasi (Flyerline)

Altnau (1 July 2021) - Flyerline Schweiz AG is the official printing partner of Grasshopper Club Zürich. The partnership will begin on 1 July 2021.

Strategic partnerships as part of the strategy

Partnerships across Switzerland in the areas of sport, culture and social affairs have always formed an integral part of Flyerline's strategy and these partnerships have been cultivated and re-evaluated on a regular basis ever since the company was first founded in 2002. Flyerline Schweiz AG is pleased to add another strong, well-known partner to its sports portfolio: Grasshopper Club Zürich.

"As Switzerland's leading online print shop, I'm all the more delighted to enter into this partnership with Switzerland's record-holding football champion. We support many Swiss organisations in the areas of sport, culture and social affairs. Social outreach is a top priority at Grasshopper Club Zürich, too, and yet another thing Flyerline and Grasshopper Club Zürich have in common. I'm really looking forward to our collaboration with GC." - Steffen Tomasi, CEO & founder of Flyerline Schweiz AG.

GC has a long history of success and tradition

Grasshopper Club Zürich was founded in 1886 as Zurich's

first football club and as Switzerland's record-holding football champion, the club can also look back on a long history of success. Following a two-year absence, the club will now return to the Swiss Super League in the upcoming season and aims to re-establish its familiar standing of many years – in the upper echelons of Swiss football.

Cooperation already began in 2020

The first point of contact with Grasshopper Club Zürich came a year earlier in the midst of the coronavirus pandemic, when football matches were being played in empty, spectator-free stadiums. In an effort to vanquish the gloomy atmosphere, Flyerline developed so-called “cardboard comrades” that could be slipped over empty stadium seats to give the footballers a bit more of a fan-filled atmosphere. These cardboard comrades could be ordered via “Fangeist” – or “Fan Spirit” – a specially developed app that also let fans position their headshot on the jersey of their favourite team.

The football club advertised the campaign with the slogan “GC doesn't believe in ghosts!”.



Cardboard cutouts at GC games during the 2020 pandemic

Standard printed materials and eye-catching POS products

Flyerline not only produces the standard printed materials such as stationery, envelopes, business cards, flyers and posters that Grasshopper Club Zürich needs for general business correspondence and advertising, but also eye-catching, customised point-of-sale materials.

For further information, please go to www.flyerline.ch.



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