

CONNECTED JERSEY

THE NEXT GENERATION OF FOOTBALL KITS –
FOR THE NEXT GENERATION OF FANS.

WHAT IS A CONNECTED JERSEY?

With dekoGraphics Heat Transfers, every logo, badge, or label becomes the access point to your digital experience.

- **IDENTITY** – Club, sponsor, or brand logos turn into interactive touchpoints.
- **AUTHENTICITY** – Authentic labels and limited-edition patches guarantee originality.
- **ENGAGEMENT** – A single scan gives fans instant access to exclusive content.



A Connected Jersey links the physical shirt to the digital world. With **QR**, **NFC**, or **RFID technology**, every jersey becomes an interactive experience – delivering greater authenticity, fan engagement, and brand value.

MORE THAN A JERSEY – YOUR DIGITAL ACCESS

Your benefits:

- **AUTHENTICITY & TRUST** – Each jersey receives a unique digital ID that confirms originality and prevents counterfeiting.
- **DIRECT FAN CONNECTION** – One scan unlocks access to exclusive content, rewards, or fan activations.
- **TRANSPARENCY & TRACEABILITY** – Show where your jersey comes from and how it was made – perfectly prepared for the Digital Product Passport (DPP).

CONNECTED JERSEY IN ACTION

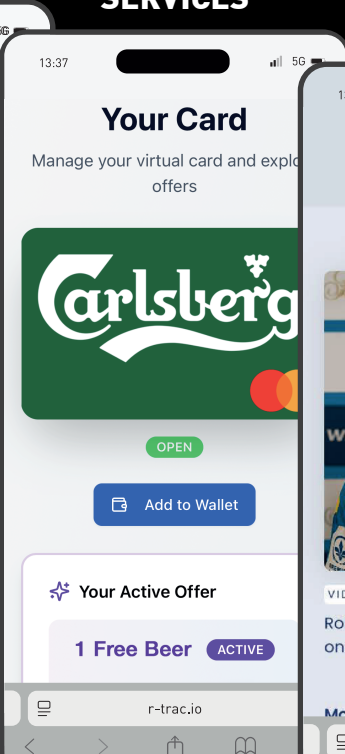
A Connected Jersey opens up entirely new possibilities for clubs, brands, and partners.

WEBSITE & E-COMMERCE



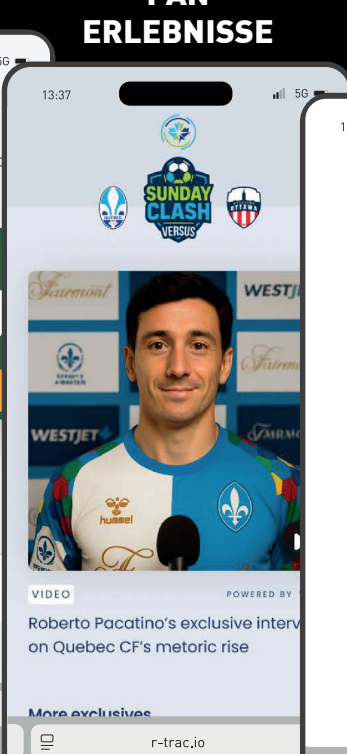
Link fans directly to product pages, membership portals, or limited drops.

PAYMENT & SERVICES



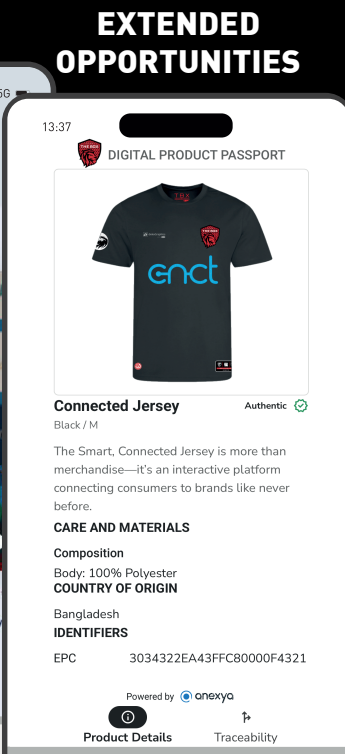
Enable instant purchases, ticket bookings, or donation campaigns via scan.

FAN ERLEBNISSE



Reward fans with exclusive videos, voting options, rewards, or discount codes.

EXTENDED OPPORTUNITIES



Connect the jersey to sustainability information, digital product passports, or sponsor activations.

CONNECTED JERSEY HEAT TRANSFERS

The perfect link for every jersey. Whether it's a club crest, sleeve badge, or special patch – almost any of our transfers can integrate QR, NFC, or RFID technology, turning it into a digital access point.

From **flat PU** to **3D silicone**, our transfers combine design, function, and technology at the highest level.



IDENTITY

Club, sponsor, or brand logos become interactive touchpoints.



AUTHENTICITY

Sleeve badges, limited-edition patches, or match-worn tags guarantee originality and premium value.



ENGAGEMENT

A single scan gives fans instant access to exclusive content, rewards, and activations – directly from their jersey.

HOW IT WORKS

The path to a Connected Jersey is easier than you think:

1

INTEGRATION

Heat transfers with QR, NFC, or RFID technology are applied to each jersey.

2

ACTIVATION

Fans scan their Connected Jersey and unlock exclusive digital content.

3

ANALYSIS

Through the platform, you gain real-time insights into fan behavior and engagement.

YOUR CONNECTED JERSEY CHECKLIST

Share this list with your team – you don't need to know everything today, but you should know where to start. We'll guide you every step of the way.

- ☐ **Select a pilot product**
Start small, think big.
- ☐ **Choose your technology**
QR, NFC or RFID? We advise you.
- ☐ **Plan your digital content**
Link your website, payment options, and more.
- ☐ **Prepare data integration**
Link your data.
- ☐ **Define responsibilities**
From product development to marketing.
- ☐ **r-pac & dekoGraphics**
You're not alone in this.

FAQ

WHAT KIND OF DATA CAN CLUBS GATHER FROM CONNECTED JERSEYS?

Connected Jerseys provide real-time data on fan interactions, sales, and usage. These insights help optimize merchandising, marketing, and production strategies.

CAN I START WITH A SINGLE PRODUCT?

Yes. We recommend starting with a pilot product. It's the best way to test the technology, gather feedback, and expand later to entire collections.

HOW LONG DO THE INTEGRATED CHIPS OR CODES LAST?

Our technologies are designed to last the full lifetime of the textile. Washing and wear do not affect their performance.

WHY WORK WITH DEKOGRAPHICS AND R-PAC?

Because you get everything from one source. dekoGraphics provides DPP- and NFC-ready heat transfers, while r-pac delivers the digital infrastructure – perfectly aligned for seamless integration.

FOLLOW US!

