



ID UNLIMITED



ID UNLIMITED LICENSING BROCHURE 2026/27

NAMES, NUMBERS & BADGES

www.id-unlimited-group.com

WE ARE ID UNLIMITED

We are ID UNLIMITED, the first name in sportswear and leisurewear personalisation and customisation. We partner with the biggest names, brands, and governing bodies to create iconic branded names, numbers, sponsors and badges worn by the world's greatest sportspeople.

With an industry-leading team of designers, chemists, colourists, and printers; we ensure our products are created to the highest standards, including OEKO-TEX® STANDARD 100.

Headquartered in Milan, Italy with offices throughout Europe, Asia and the United States, ID UNLIMITED is a global leader in the customisation and personalisation of quality sportswear and apparel.

Comprised of 9 companies located throughout Europe, Asia and the USA, the ID UNLIMITED GROUP is ideally positioned to take your sportswear to the next level.





ID UNLIMITED UK

ID UNLIMITED IRELAND

ID UNLIMITED NETHERLANDS

ID UNLIMITED FRANCE

ID UNLIMITED ITALY

ID UNLIMITED SPAIN

ID UNLIMITED TURKEY



NATIONAL TEAMS

THE FOOTBALL ASSOCIATION

The Football Association (FA) is the governing body of English football.

Founded in 1863 to create a standardised set of rules for the game, The FA's formation marked the birth of modern football and the starting pistol for football as a global phenomenon.

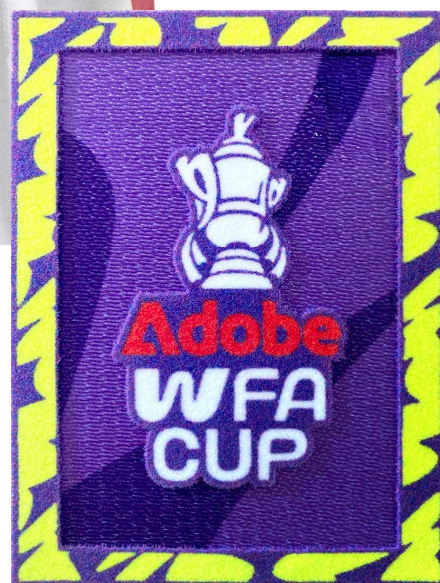
Today, The FA administers domestic competitions, such as the FA Cup, the WFA Cup and the men's and women's national teams.

ID UNLIMITED is the exclusive licensee of letters and numbers for England's men's and women's teams, players, and replica kits, as well as sleeve patches for The FA Cup and the Women's FA Cup.

Sales contact

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NATIONAL TEAMS

SCOTTISH FA

Established in 1873, just one year after the first international football match between Scotland and England, the Scottish FA is the second-oldest football association in the world. Today, the Scottish FA manages the Men's and Women's international teams and the youth international sides of its nation.

ID UNLIMITED is the exclusive licensee of letters and numbers for Scotland's men's and women's teams, as well as for player and replica kits.

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NATIONAL TEAMS

FRENCH FOOTBALL FEDERATION

The French Football Federation (FFF) is the governing body of football in France, established in 1919.

The federation, responsible for the national teams and football development across the country, has been pivotal in France's emergence as a global football powerhouse.

ID UNLIMITED is the exclusive provider of letters and numbers to the Men's and Women's French National Team players and replica kits.

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NATIONAL TEAMS

THE ROYAL DUTCH FOOTBALL ASSOCIATION

The Royal Dutch Football Association (Koninklijke Nederlandse Voetbal Bond or KNVB) is the governing body of football in the Netherlands, established in 1889.

As one of the oldest football associations in Europe, the KNVB manages the national men's and women's teams, domestic competitions, and plays a crucial role in developing football talent in a country renowned for its innovative playing style and technical prowess.

ID UNLIMITED is the exclusive licensee of letters and numbers to the KNVB, for playing and replica kits.

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NATIONAL TEAMS

PUMA NATIONAL TEAMS

Puma is a global sports brand founded in 1948 in Germany, known for its innovative sportswear and footwear across multiple disciplines. The company has been a major football kit design and sponsorship player worldwide.

The ID UNLIMITED GROUP provides letters and numbers for Puma's national team kits, covering ***Austria, Cote D'Ivoire, Czech Republic, Egypt, Ghana, Iceland, Morocco, Paraguay, Senegal, Switzerland and Portugal.***

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**New Zealand
Football**







LEAGUES & COMPETITIONS

THE ENGLISH FOOTBALL LEAGUE

Founded in 1888, the EFL (English Football League) is the world's first professional football league and the largest such competition in Europe.

Comprised of 72 clubs across three divisions - The Championship, League One and League Two- the EFL continues to inspire passion and fan commitment through its clubs' successes, the thrilling playoff format, and the Carabao Cup, where EFL and Premier League teams compete.

ID UNLIMITED is the exclusive licensee of letters and numbers for EFL teams, replica kits, and sleeve patches for the **Championship, League 1, League 2, Carabao Cup, Vertu Trophy, Together Badge and Play-offs** across each division.

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LEAGUES & COMPETITIONS

NATIONAL LEAGUE

Founded in 1979, the National League is the highest level of non-league football in England, sitting just below the EFL in the football pyramid.

Comprising three divisions – the Enterprise National League, Enterprise National League North and Enterprise National League South – it plays a vital role in bridging grassroots and professional football, offering clubs a pathway to the English Football League.

With a growing fanbase, increased media coverage and rising commercial interest, the National League has become a competitive and commercially viable platform for ambitious clubs.

In 2025, ID UNLIMITED became the official supplier of names, numbers, and sleeve badges to ***all divisions of the National League***, supporting its continued growth.

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NATIONAL
LEAGUE
EST. 1979





LEAGUES & COMPETITIONS

LIGUE 1 & 2

Ligue 1 and 2 are the top two divisions in French football, administered by the Ligue de Football Professionnel. Contested by 36 clubs, they contain some of the footballing world's most iconic clubs.

ID UNLIMITED is the exclusive provider of sleeve badges for **Ligue 1, Ligue 2, and Coupe De France**, as well as league fonts for player and replica kits.

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LEAGUES & COMPETITIONS

SERIE A

Serie A is Italy's premier professional football league, founded in 1929 and home to some of the world football's most iconic clubs.

The league, featuring 20 top-tier teams competing annually for the Scudetto, has been crucial for Italian football's global reputation and tactical innovation.

ID UNLIMITED is the exclusive licensee of the ***Serie A Badge, Coppa Italia Badge, Primavera Serie A, Serie A Women, Supercup, Scudetto, and Coppa Italia Cockade.***

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LEAGUES & COMPETITIONS

SPFL

Founded in 2013 through the merger of the historic Scottish Football League and the Scottish Premier League, the SPFL comprises Scotland's top four football divisions and oversees two national cups.

Comprising 42 teams across the **William Hill Premiership**, **William Hill Championship**, **William Hill League 1** and **William Hill League 2**, the **SPFL** is the home of domestic football in Scotland.

For over 15 years ID UNLIMITED has been the exclusive licensee for letters, numbers and sleeve badges for the SPFL.

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LEAGUES & COMPETITIONS

SWPL

The Scottish Women's Premier League (SWPL) represents the pinnacle of women's football in Scotland.

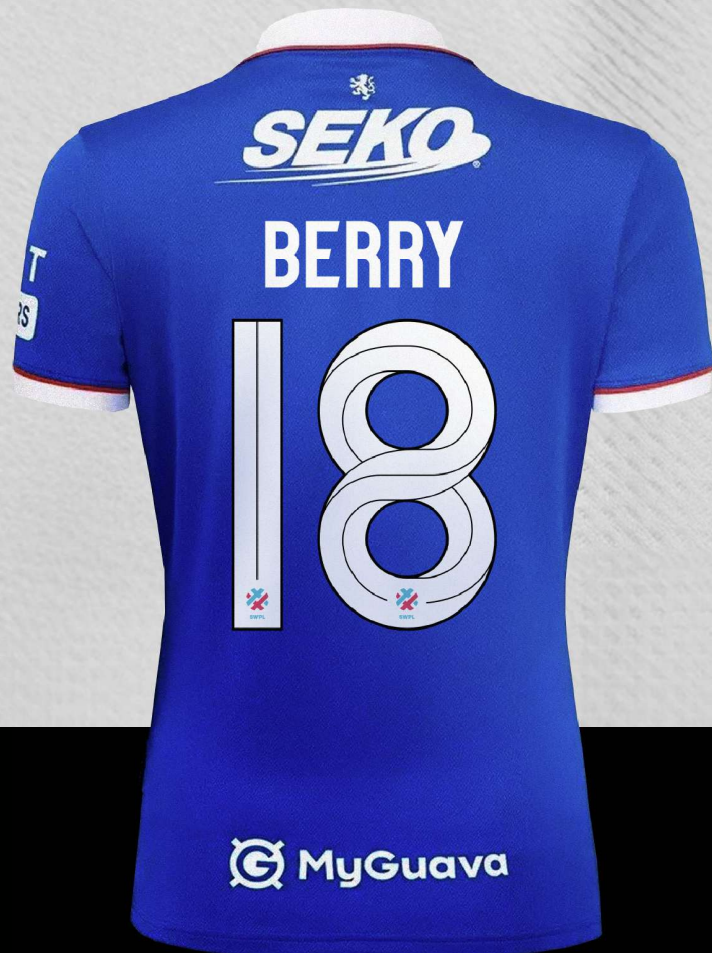
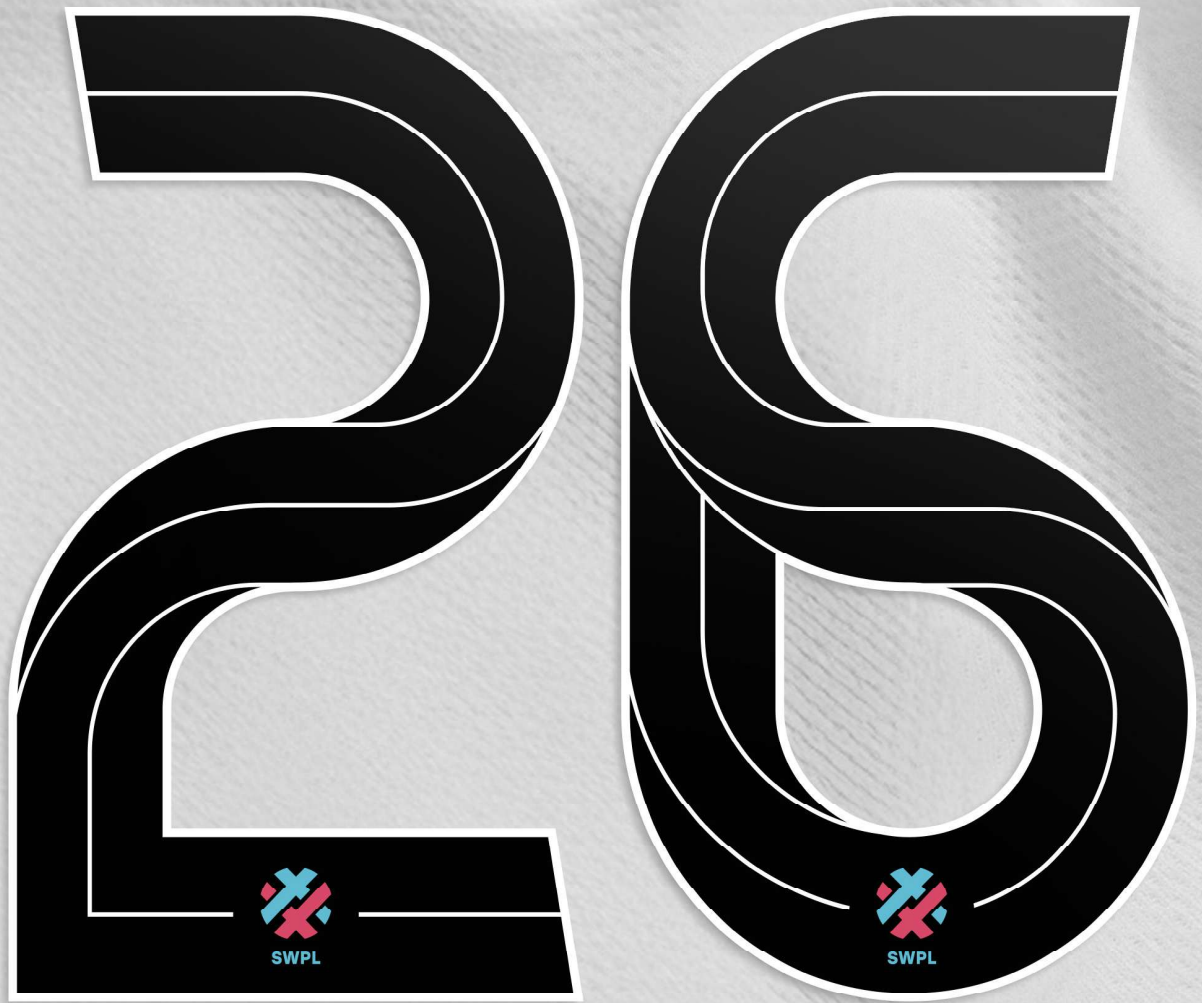
Established in 2002 and restructured in 2022 when it came under the governance of the SPFL, the league has been instrumental in driving the professional development of the women's game in Scotland and today includes two professional leagues.

ID UNLIMITED is the exclusive licensee of letters and numbers for the SWPL player and replica kits.

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LEAGUES & COMPETITIONS

WSL FOOTBALL

The Barclays Women's Super League (WSL) and Barclays Women's Super League 2 (WSL2) represents the pinnacle of women's football in England.

Founded in 2010 and 2014 respectively, these leagues have undergone significant evolution and exceptional growth, culminating in governance transitioning from The Football Association's administration to the newly formed Women's Professional Game (WPG) body in August 2024.

ID UNLIMITED is the exclusive licensees of letters, numbers and sleeve badges for the Women's Professional Game.

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LEAGUES & COMPETITIONS

UEFA CLUB COMPETITIONS

UEFA was founded in 1954 by 25 National Football Associations to develop, organise and strengthen European football under one umbrella, giving rise to some of the most prestigious club competitions in the world. These tournaments unite the elite clubs of European football in pursuit of continental glory, captivating audiences across the globe season after season.

ID UNLIMITED is the exclusive licensee of sleeve patches for UEFA club competitions, including the Champions League, Europa League, Conference League and Women's Champions League.

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International Sales

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A football player in a red and yellow jersey is celebrating, holding a large silver trophy high above his head. He is surrounded by falling yellow and green confetti. Other players in similar jerseys are visible in the background, also celebrating. The scene is set in a stadium with blue and white seating.

LEAGUES & COMPETITIONS

UEFA INTERNATIONAL COMPETITIONS

UEFA's reach extends beyond club football, governing some of the most celebrated international competitions on the continent. From qualification campaigns through to the tournament finals, these competitions represent the pinnacle of international football - bringing together the best national sides in Europe and beyond.

ID UNLIMITED is the exclusive licensee of sleeve patches for UEFA international competitions, including European Qualifiers, EURO 2024, Nations League, Women's Nations League, Women's Euros and Women's Qualifiers.

UK Sales

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LEAGUES & COMPETITIONS

LIGUE NATIONALE DE RUGBY (LNR)

The Ligue Nationale de Rugby is France's professional rugby union organisation, responsible for managing the country's top-tier rugby competitions.

Founded in 1998, the LNR oversees the professional rugby landscape, including the prestigious **TOP 14, PRO D2, SUPER 7, and the TOP 14 Champions**, providing official branding and identification for France's professional rugby competitions.

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LEAGUES & COMPETITIONS

US SPORTS

The NBA, NFL, MLB and MLS represent the height of America's sporting landscape, with hundreds of millions of global fans and viewership that rivals any competitions in the globe.

Through a number of exclusive licences, ID UNLIMITED has the **global non-US license** to manufacture, produce and apply letters and numbers for the **NBA, NFL & MLB** replica jerseys.

The Emblem Source holds the global license to produce the official on-field/on-court collector patch for **NBA, MLS, MLB, NCAA Championships and College Football Playoff**.

America

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International

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CLUB FONTS

UK CLUB FONTS

ID UNLIMITED is the exclusive licensee of letters and numbers for key UK football teams, including **Chelsea, Fulham, Burnley, Man Utd, Wrexham, Man City, Rangers and Nottingham Forest.**

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CLUB FONTS

DUTCH CLUB FONTS

The ID UNLIMITED group is proud to be the licensee of names and numbers for leading Dutch teams ***Ajax and Feyenoord*** for both playing and replica kit.

We also provide badges, names, numbers and sponsors to ***AZ Alkmaar***.

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CLUB FONTS

FRENCH CLUB FONTS

The ID UNLIMITED GROUP is the exclusive licensee of letters and numbers for a number of French teams, including **PSG, Monaco, Saint Etienne, Olympique Lyonnais, Toulouse FC, Olympique Marseille, LOSC, OGC Nice and RC Lens.**

The ID UNLIMITED GROUP also handles sponsor embellishments for many of these teams.

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CLUB FONTS

SPANISH CLUB FONTS

The ID UNLIMITED GROUP is the exclusive licensee of letters and numbers for a significant number of Spanish football teams, including **Sevilla FC, Real Sociedad, Athletic Club Bilbao, Villarreal, Las Palmas, Real Valladolid, RCD Mallorca, Rayo Vallencano and Alavés** within the Spanish First Division alone.

In the Spanish Second Division, the ID UNLIMITED GROUP holds the exclusive letter and number licenses for **Real Zaragoza, Malaga FC, SD Huesca, Sporting de Gijon, Mirandés, Eibar and Elche**.

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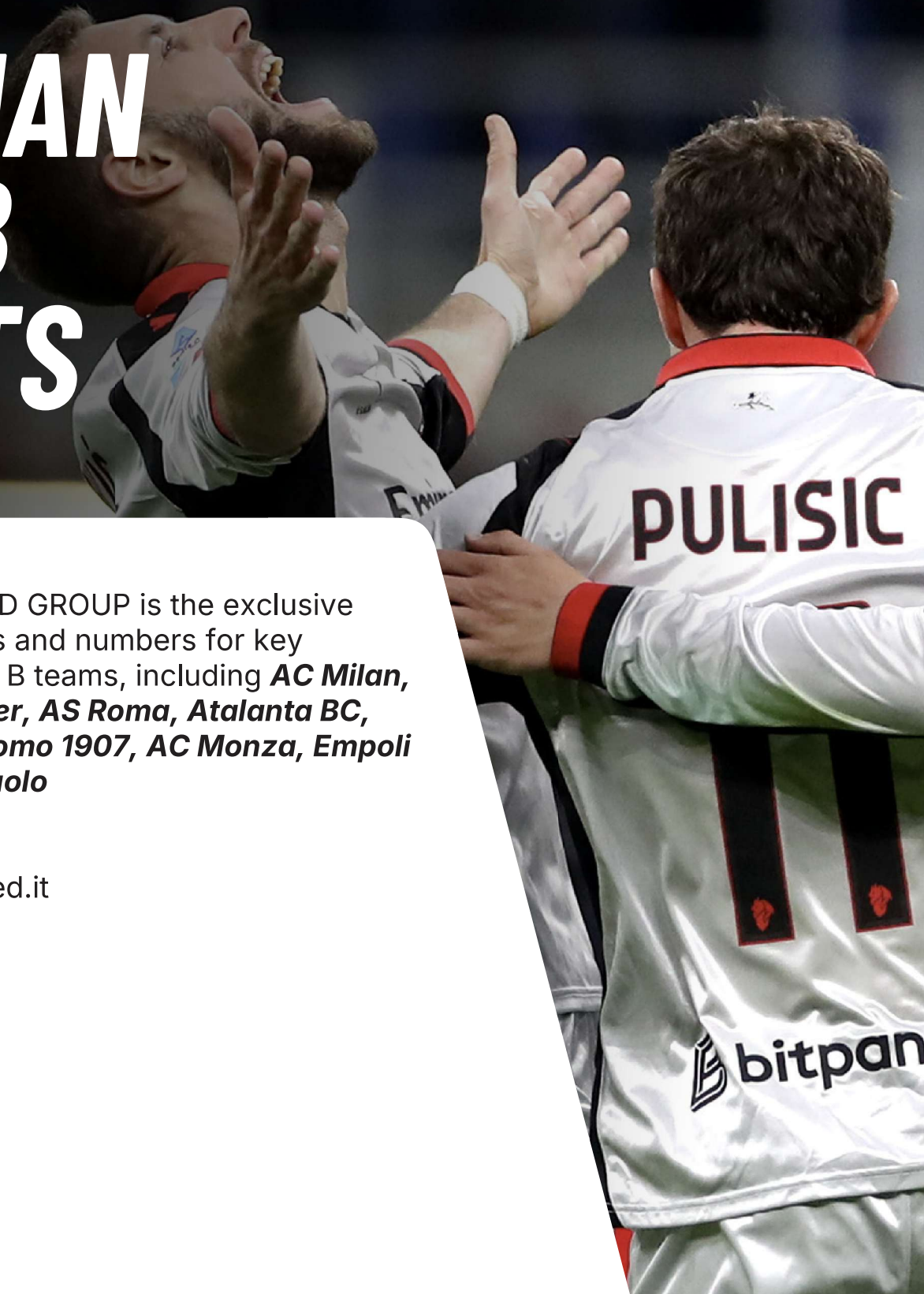
CLUB FONTS

ITALIAN CLUB FONTS

The ID UNLIMITED GROUP is the exclusive licensee of letters and numbers for key Serie A and Serie B teams, including **AC Milan, Juventus FC, Inter, AS Roma, Atalanta BC, Parma Calcio, Como 1907, AC Monza, Empoli FC and US Sassuolo**

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ADDITIONAL SERVICES

HEAT PRESSES

The ID UNLIMITED GROUP is the proud provider of Sefa (an ID UNLIMITED company) heat presses to clubs, leagues and federations globally. Manufactured in France since 1973, Sefa heat presses combine advanced features with industry-leading ease of use to create a range of presses that reduce user error, increase efficiency and ensure confidence that your kit will look perfect every time.

EMBELLISHMENTS

The ID UNLIMITED GROUP is the exclusive provider of embellishments for some of the world's most iconic teams - applying crests, corporate logos and sponsors on authentic and matchday jerseys to the highest standard. At both the international and club level, our work spans the most prestigious continental competitions.

For UEFA EURO 2024 and Copa América 2024, we supplied embellishments for Italy, Germany, Spain, Belgium, Mexico, Colombia, Japan and Saudi Arabia — all sharing a consistent, unified style.



Emirates
FLY BETTER



ID UNLIMITED

GET IN TOUCH

To discover how we bring
your sportswear to life

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