

# ⚡ LIVE CUSTOMS

*AN EXPERIENCE BY*

**AVID  
EDGE** 



## EVENTS COME TO LIFE WITH LIVE MERCH



LIVE EMBROIDERY



LASER ENGRAVING



VINYL PLOTTING



**LIVE BRANDING ISN'T DECORATION – IT'S THEATRE.**

**EMBROIDERY MACHINES HUMMING WHILE THE CROWD WATCHES. LASERS CUTTING NAMES INTO METAL, LEATHER, TIMBER IN REAL TIME. VINYL PRESSED ONTO GARMENTS AND BEING HANDED TO POTENTIAL CLIENTS WHILE IT'S STILL WARM FROM THE PRESS. THIS IS BRANDING THAT HAPPENS NOW, NOT LATER.**

**LIVE EMBROIDERY, LASER ENGRAVING, AND VINYL PLOTTING TURN EVENTS INTO EXPERIENCES. PEOPLE DON'T JUST RECEIVE MERCH, THEY WITNESS IT BEING MADE FOR THEM. THEIR NAME. THEIR MOMENT. THEIR STORY, LOCKED INTO YOUR BRAND ON SOMETHING TANGIBLE.**

**IT CREATES NOISE. IT CREATES QUEUES. IT CREATES CONTENT. AND WHEN THE LIGHTS GO OUT, THE BRAND DOESN'T DISAPPEAR – IT WALKS OUT THE DOOR WORN, CARRIED, AND TALKED ABOUT.**

**MACHINES HUM** 

**THREADS BURN** 

**INK DRIPS** 

# LIVE EMBROIDERY

THE HUM OF AN EMBROIDERY MACHINE BRINGS EVENTS TO LIFE. THE VISUAL SPECTACLE OF YOUR BRAND, BEING INTERWOVEN WITH YOUR CLIENT'S STORY MAKES FOR AN UNFORGETTABLE USER EXPERIENCE THAT LAST FOR BOTH YOU AND THEM.



# LASER ENGRAVING

LASER ENGRAVING BRINGS A TECHIE EDGE AND A BUZZ THAT IS INFECTIOUS. WATCHING THE LASER CUT LOGOS AND NAMES INTO TRAVEL MUGS, WATER BOTTLES & OTHER BRANDED ITEMS GIVES THE PUNTER A SENSE OF EXCITEMENT. WALKING AWAY WITH A TANGABLE AND USEFUL ITEM, PERSONALISED JUST FOR THEM IS UNFORGETTABLE.



# VINYL PLOTTING - HEAT PRESS

HEAT PRESSING VINYL LETTERS TURNS A PLAIN JERSEY INTO YOUR JERSEY. YOUR NAME. YOUR NUMBER. YOUR RULES. IT'S NOT OFF THE RACK - IT'S CLAIMED. A SUBTLE ACT OF MISCHIEF THAT SAYS YOU'RE BACKING YOUR TEAM OR BRAND YOUR WAY. YOU DIDN'T JUST BUY IT, YOU MADE IT YOURS.

WEAR IT LOUD. WEAR IT PROUD.



## LET'S MAKE IT PERSONAL

# READY TO MAKE SOME NOISE?

*EVENTS ARE CROWDED. ATTENTION IS SCARCE.*

*AND BRANDED MERCHANDISE SITTING IN A BOX BEHIND THE COUNTER ISN'T CREATING MEMORIES.*

*LIVE CUSTOMS TURNS MERCHANDISE INTO A PERFORMANCE. MACHINES HUMMING. LASERS FIRING. NAMES APPEARING. CROWDS GATHERING. CAMERAS OUT. CONVERSATIONS STARTING.*

*IF YOU'RE PLANNING A CONFERENCE, TRADE SHOW, PRODUCT LAUNCH, GOLF DAY, FESTIVAL, HOSPITALITY EVENT OR BRAND ACTIVATION, LET'S BUILD SOMETHING PEOPLE WILL POST ABOUT.*

## BRING US YOUR EVENT. WE'LL BRING IT TO LIFE.



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