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## PRESS RELEASE

For Immediate Release

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### **The Barclays Premier League - New Players' Sleeve Badges 2007-2008**

**The Barclays Premier League** has been working with **Sporting ID** to effectively manufacture and distribute the 'new look' Player Sleeve Badges for the 2007-2008 season commencing on 11 August 2007 to each of the 20 clubs in the Barclays Premier League.

**Sporting ID**, a division of ITW Limited, is an Official Partner and the Official Supplier of Sleeve Badges, Letters and Numbers and for the Premier League Match Kits.

The new Standard Player's Badge and Champion's Badges are produced as Lextra® Fibre Graphics, faithfully reproducing the new Barclays Premier League identity. It's the ultimate solution for high performance branding; soft texture, stunning colour adding touchable dimension to enhance the wearer's experience and ideal for **iDentity** zones on team sport uniforms. The Champions Badge has an integral antique gold satin infill to create a stunning 3D effect.

The new badges are heat applied and also available for Adult and Children's replica shirts in exactly the same quality and process as the players wear on the field.

**Sporting ID** are creators of sport **iDentity** names, numbers and badges for some of the world's greatest clubs, leagues and nations.

End

Editorial notes:

Lextra®, has been the hallmark of the FAPL players for over 10 years now and these badges are destined to be part of English sport heritage.

For Sales enquiries call: 0845 601 5616.

For more Press Information and high resolution pictures - please e-mail: [a.barnett@sporting-id.com](mailto:a.barnett@sporting-id.com)

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6 July 2007

Sporting ID is a Division of ITW Ltd  
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### The Barclays Premier League - New Players' Sleeve Badges 2007-2008

#### S-ID PIC 1

BARCLAYS PREMIER LEAGUE STANDARD SLEEVE BADGES



#### S-ID PIC 2

BARCLAYS PREMIER LEAGUE CHAMPIONS SLEEVE BADGES



#### S-ID PIC 3

BARCLAYS PREMIER LEAGUE  
STANDARD AND CHAMPIONS SLEEVE BADGES



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