

# Notebook Design forges links with football

Submitted by: Notebook Design Sweden AB

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Notebook Design Sweden AB is a new Malmo based computer/design company.

Our vision is to sell notebook computers with the customers own logos and colouring. Notebook Design's aim is to provide a new canvass for companies to develop and establish their brand.

Notebook Design Sweden AB have this week secured a contract with German football club VfB Stuttgart, (see [www.vfb-stuttgart.de](http://www.vfb-stuttgart.de)). The agreement is for two years, selling notebook computers with Stuttgart's own club logo. The computers will be sold to supporters, companies, support organisations and even leading representatives of the club including management and players. Sales volumes are estimated at over 2000 notebook computers within the 2 year agreement generating over £2,000,000. A football clubs brand placement is an important part of their finance plans generating greater revenues year on year. VfB Stuttgart's foresight is to establish their brand within new markets. Stuttgart has exclusive rights within the Bundesliga until 2005. Notebook Design are already in advanced talks with several British clubs.

Establishing relations with major sporting organisations, is of primary importance, as such partnerships can lead on to links with key sponsors.

For more information on the company, products and future projects contact:

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Notebook Design was formed out of existing demand which was clearly indicated by senior professionals within industry. There is an ever increasing numbers of executives utilising notebook computer, coupled with the importance placed on increasing brand awareness. The notebook computer will become the vital canvass for establishing that brand.

Notebook Design, which started operations in February 2004 was founded by Alexis Aminoff who came from MultiQ Products AB and Fredrik Wästerberg who came from Dell Computer as a result of discussions with various companies regarding effective ways to build and strengthen their trademark and corporate image.