

## Reference swiss unihockey

### House of Switzerland, Riga

#### World floorball championships 2016

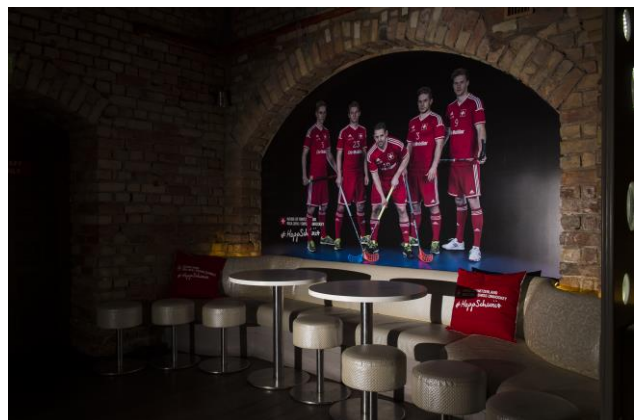
swiss unihockey, the national association for floorball in Switzerland, was organising for the first time ever a national house at the men's world floorball championship 2016 in Riga – the „House of Switzerland“. One of the main goals of this house was, to bring visibility of floorball into the city of Riga. With a strong outside branding on the front of the location Kalku Varti in the pedestrian zone, everybody shall recognise the House of Switzerland. Inside the building, a slight inside branding shall additionally bring the floorball feeling in to the club Kalku Varti.

Looking for a company to support swiss unihockey with the outside and inside branding, the contact started with an e-mail to Gunta Millere from the Studio GVM – one of the best decisions during this whole project. From the beginning, the company was on fire for the “House of Switzerland” and helped not only with taking the exact measurements of the branded surfaces. More important was the support to receive all the needed permissions.

Due to the regular contacts, a collaboration based on confidence grew. This confidence was confirmed when the implementation was finished. All the brandings were made out of excellent quality, nothing was missing and nothing broke down on the front as well during the 10 days even it was raining, snowing, windy and cold. The whole branding, outside as well as inside, was looking great and the fans felt like being in a floorball world.



Outside Branding building Kalku Varti



Inside Branding club Kalku Varti

swiss unihockey was very happy with the work of Gunta Millere and their employees from the Studio GVM. Even though there were no face to face meetings between both parties prior to this event, the confidence was big. This confidence was confirmed in Riga due to the excellent job and the swiss floorball federation can without doubts recommend collaborating with the Studio GVM.

swiss unihockey

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