

Canton Merchandising Announces Strategic Distribution Partnership with PlayerPrinting for the United States and Canada

Barcelona, Spain – July 1, 2026

Canton Merchandising is pleased to announce a strategic distribution partnership with PlayerPrinting for the United States and Canada, effective July 1, 2026.

The agreement marks an important step in Canton Merchandising's North American expansion strategy, providing clubs, retailers, and brands across the region with greater access to the company's portfolio of licensed customization products and merchandising solutions.

As a licensed manufacturer specializing in heat transfers, official names and numbers, badges, and premium embellishments, Canton Merchandising has built its reputation on technical excellence, reliability, and a deep understanding of the football industry.

Quote – Xavier Canton

“Canton Merchandising was never built to serve just one market. We manufacture under official licenses for global brands, clubs and federations, and we have served the U.S. market for years. This alliance with PlayerPrinting strengthens that presence with the structure, speed and consistency North America now demands. With the world's game converging on this region, this partnership is the next step in our global growth strategy.”

— Xavier Canton, Director General, Canton Merchandising

The partnership follows a landmark period for football in North America. Building on the momentum being generated by the highly successful FIFA World Cup 2026, the sport continues to experience unprecedented growth across the United States and Canada, fueled by an increasingly engaged fan base and the continued influence of Latino football culture. Demand for authentic licensed products and customization services has never been stronger.

Through PlayerPrinting's market expertise, its expanding portfolio of official football licensing programs—including adidas Federations, U.S. Soccer, and other licensed customization solutions—and its close relationship with the growing Unisport Soccer platform in North America, Canton Merchandising will be well positioned to support retailers, clubs, and partners throughout the region with quality, speed, and consistency.

For Canton Merchandising, this partnership represents an important step in strengthening its presence across one of the world's most exciting football markets. Together, the companies are creating a stronger foundation to support the continued growth of football merchandising and customization throughout North America.

Quote – Saúl Aranda

“North America has become one of the most exciting football markets in the world, and we believe the future belongs to companies that can combine global partnerships with local execution. This agreement strengthens our ability to deliver authentic licensed solutions while reinforcing the commercial ecosystem we've built across the region. More importantly, it represents another milestone in cementing PlayerPrinting's position as a leader in football merchandising and customization throughout the United States and Canada.”

— Saúl Aranda, Director of Strategic Relationships, Americas