

From a Hole-in-1 to the beginning of a great collaboration

When Bråvikens Golfklub in Sweden reached out to Gigant Print and asked them to produce pictures for their new indoor golf concept at rapid speed, it turned out to be the beginning of a new collaboration with the golf giant, TaylorMade.

From tip to TaylorMade

At the end of 2020, Bråvikens Golfklub in Sweden got the opportunity to create a 'Hole-in-1' golf concept at the mall, Mirum Galleria, placed in Norrköping about two hours south of Stockholm. Subsequently, they reached out to Gigant Print with the hopes of getting assistance with printing pictures for the facilities at rapid speed. Bråvikens Golfklub is an ambassador of the famous golf brand, TaylorMade, and as a result, the brand provided the pictures for the concept.

To great satisfaction of the golf club, Gigant Print quickly solved the task of printing the pictures. And on top of that, the golf club tipped Gigant Print that TaylorMade were looking for a new supplier in Scandinavia. Following a cosy coffee meeting, it was agreed that Gigant Print should give it a shot and produce a number of products in the category 'fun stuff', as the marketing manager, Andrew Bostock, put it. Among the 'fun stuff' products we produced are; light boxes, aluminium frames, window foil, foil for sliding doors and driving ranges as well as various in-store installations.

More than 'just' Scandinavia

The successful collaboration between Gigant Print and TaylorMade is still in full swing. Gigant Print's areas of responsibility have now developed from productions to Sweden, Denmark, Finland and Norway to also include the rest of Europe including deliveries to the Netherlands, France, Germany and Cyprus.

