



IBF FALUN and UNIHOC signs agreement with immediate effect

One of Sweden´s most successful floorball clubs, IBF Falun, has just signed an agreement with floorball producer Unihoc, which takes immediate effect. The agreement means that Unihoc, as of today, will be the official material sponsor for the club regarding all floorball related products such as sticks, blades, grips, goalie equipment and stick covers.

This agreement means that the players in Falun´s women´s and men´s teams will start using Unihoc equipment already in the games that take place this coming weekend. The youth section of the club will start using the equipment this coming summer. The deal is made for three years and runs until the summer 2021.

IBF Falun has the following comments on their change of sponsor:

“We are looking forward to working together with Unihoc, the global market leader in floorball. It will be exciting to see how we together can strengthen our two brands both nationally and internationally”, says Patrik Bäck, General Manager of IBF Falun.

This is the first time that these two organizations are working together and Unihoc has the following comments:

“IBF Falun is a fantastic club and a very good role model for the entire floorball sport, with a very high level and professional way of working. Here at Unihoc we are proud that we will now get the opportunity to work together with one of the most prominent clubs in the floorball sport”, says Johan Jihde, Marketing Manager at Unihoc.

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