



MAKE IT YOUR COURT

CUSTOMIZATION & BRANDING

Every surface on an Alta Padel court that can carry your color, your logo or your club's identity — and what it takes to specify it.

PREPARED BY ALTA PADEL · DOCUMENT REF AP-BRAND-2026 · REVISION 2

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Customization is available on every order. This document sets out what can be changed, what it costs, what it does to lead time, and how to get it specified correctly the first time.

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CUSTOMIZATION ON EVERY ORDER

Frame color, turf color, net and doorway branding, luminaire panels and glass decals are worked out with you from the first conversation. Color and branding pricing is confirmed on your quote. Branding is priced by the factory, so lead time and price are confirmed on your quote, and we will tell you which choices move them before you make them.

ABOUT ALTA PADEL

PADEL, ENGINEERED PROPERLY.

Alta Padel is a new name in padel court supply, built by a team with more than thirty years of combined experience in the racket sports industry. We have spent that time on courts around the world, watching what holds up and what doesn't, and we started this company to put those lessons into a single build standard: engineer every element to the highest available specification, source it from partners we trust, and build courts made to perform for the long haul.

30+ Years

RACKET SPORTS EXPERIENCE

Combined industry experience across design, manufacturing and distribution, brought together under one roof.

Global

SUPPLY NETWORK

Partnered with vetted facilities worldwide, sourced through a supply partner we trust.

Built to Last

ENGINEERED STANDARD

Structure, glass, turf and lighting specified to competition-standard tolerances.

We're new. What we've built isn't — it's the product of three decades spent learning what a padel court should be.

Every court we build is configurable to your club — frame color, turf color, net and doorway branding, glass decals and lighting. Customization is available on every order, worked out with you from the first conversation. This document is the full range of what that covers.

Built with Newlands Group

Alta Padel is a new company. The supply behind it is not. Every Alta Padel court is supplied through our supply partner, Newlands Group, set up in Hong Kong in 2017 by a family with a history in sourcing going back to 1973. Newlands works directly with vetted factories across Asia, and its padel division has delivered this court platform to clubs in five countries. Alta Padel brings that platform to the United States, built and documented to US standards.

Since 1973

FAMILY HISTORY IN SOURCING

Newlands Group, our supply partner, set up in Hong Kong in 2017.

5 Countries

MARKETS SERVED

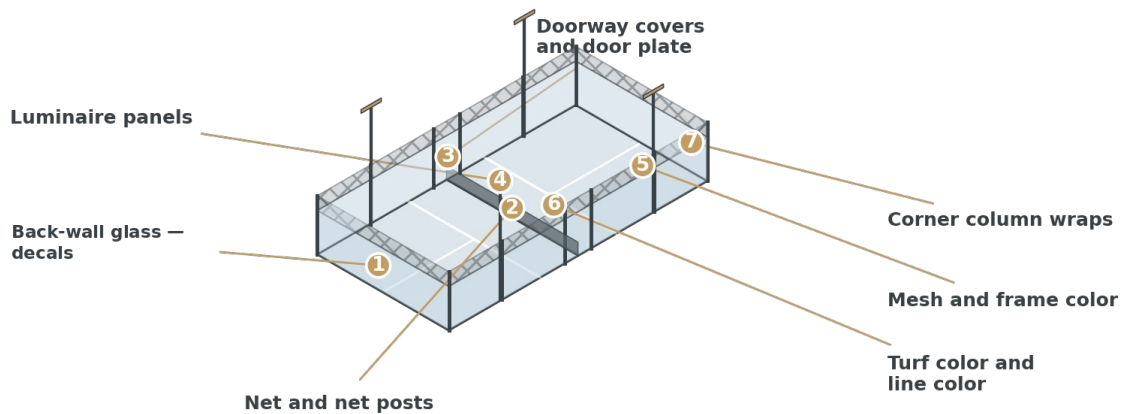
UK, Ireland, Australia, USA, Hong Kong.

Supply partner: Newlands Group — newlandsgroup.net

01 SEVEN SURFACES

A COURT IS A LOT OF BLANK SPACE.

Most clubs brand one or two things and leave the rest grey. The surfaces a player looks at for two hours are the cheapest media a club will ever own.



SURFACE		WHAT CAN CHANGE
1	Back-wall glass	Club or sponsor decals, sourced and installed locally
2	Net and net posts	Branded net tape, branded net post covers, post color
3	Doorway covers and door plate	Branded doorway covers (sides and top), branded door plates, court numbering
4	Luminaire panels	Screen-printed driver housing panels, housing finish
5	Frame, columns and mesh	Any RAL color, matched across the structure
6	Turf and lines	Dyed-in surface color, line color, inlaid logos
7	Corner columns	Wraps and applied graphics

02 FRAME, COLUMNS & MESH

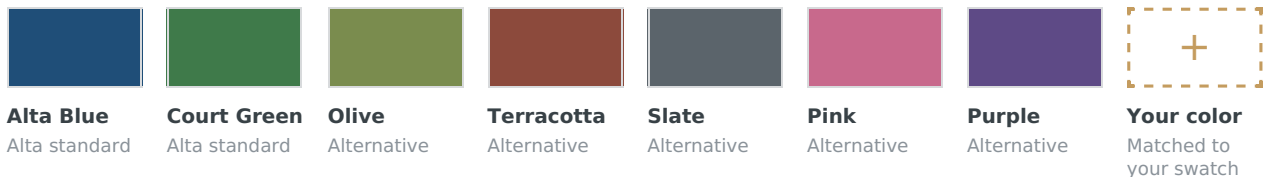
COLOR IS A STRUCTURAL DECISION.

The frame is the largest single element of a court and the one visible from furthest away. It is also the one that has to survive weather for a decade, so the color and the coating are specified together rather than separately.

FRAME, COLUMN AND MESH — any RAL; these are the ones most often chosen



TURF — Alta Blue and Court Green are standard; color is dyed into the turf, not printed



For a custom frame color, send us your Pantone color chart so we can match it accurately. Pricing for custom frame colors, turf alternatives and custom-swatch turf is confirmed on your quote; custom turf colors can carry a minimum order. Line color is specified separately. Swatches are indicative; physical samples are available before production.

WHAT YOU CHOOSE

Color	Any RAL reference, matched across columns, top ring and mesh
Standard	Alta Charcoal, or Jet Black RAL 9005
Price	Alta Charcoal and Jet Black included; any other RAL confirmed on your quote.
Two-tone	Columns and ring in different colors — available, usually restrained
Mesh	Matched to frame, or contrasted deliberately

WHAT DOES NOT CHANGE

Zinc primer, and a powder topcoat over it, oven-cured. That is the standard finish on every court, regardless of color.

For salt-air, coastal and desert sites, hot-dip galvanizing to ISO 1461 or the factory's full C5-M system can be specified. Either has to be confirmed before steel is cut, because the frame is built differently from the outset. Neither limits your color choice.

A WORD ON LIGHT COLORS

White and very pale frames look excellent on day one and show every mark afterwards — ball scuffs, hand marks at the gates, road dust. They are entirely viable and several clubs choose them, but they want a club that will clean them. Mid and dark tones hide wear and are what we would suggest for a high-traffic commercial site.

03 NET, DOORWAYS, LIGHTING & GLASS

THE DETAILS PEOPLE STAND NEXT TO.

These are small surfaces and they punch above their size, because they are the ones a player is within arm's reach of between points. They are also where most clubs put their branding — and we can customize every one of them to your colors and combinations.

NET & POSTS

- Branded net tape, woven or printed
- Branded net post covers
- Post finish matched to frame
- Center strap detailing

WPT-spec net and galvanized posts underneath, unchanged.

DOORWAYS

- Branded doorway covers, sides and top
- Branded door plates, engraved or printed
- Court numbering
- Sponsor panel at the entrance

Court numbers matter more than clubs expect on a multi-court site — specify them at order.

LIGHTING

- Screen-printed driver panels
- Housing finish to match frame
- Swan pole color
- Back shields on indoor rings

Standard housing is Twilight Black, Pantone 419 C.

THE DETAIL WORTH SPENDING ON

If a club brands one thing, we suggest the doorway. It is the surface every single person on the court passes through, at walking pace, close enough to read — and it photographs in almost every group shot taken at a padel club.

Branded net tape, net post covers, doorway covers and door plates are made by the factory to your artwork. Each one is a line on your quote, with its price and lead time confirmed there.

GLASS DECALS

Back-wall glass can carry club or sponsor decals. We don't apply them ourselves: we source the decals to your artwork and bid a local sign company to install them, as part of the project scope. Decals are changeable, so sponsor graphics can rotate by season.

WHAT STAYS THE SAME

Decals never change the glass specification — 1/2 in (12 mm) tempered glass, SGCC certified to ANSI Z97.1 and CPSC 16 CFR 1201, neoprene bedded. The glass itself is never printed, so a replacement panel is plain glass with a new decal applied. Keep high-contrast artwork out of the central playing band at eye height, where it competes with the ball.

04 TURF & LINES

THE SURFACE PEOPLE PHOTOGRAPH.

Overhead and elevated shots are how padel is photographed, which makes the turf the most published surface at your club. It is also the one with the tightest performance constraints — color is a choice, but pile and infill are not.

COLOR

Standard	Alta Blue or Court Green
Alternatives	Olive, terracotta, slate, pink, purple
Custom	Any color, matched to a physical swatch of the exact color you want
Price	Alta Blue and Court Green included; alternative and custom colors confirmed on your quote. Custom colors can carry a minimum order.
How it's colored	Dyed into the turf fiber, not printed on it
Two-tone	Different color inside and outside the service lines
Lines	White standard; any contrasting color to order
Inlaid logos	Cut and seamed into the turf, not printed on it

WHAT STAYS FIXED

Pile height, stitch density and infill depth are set by the Pro-Tour specification and do not vary with color. Ball bounce, traction and slide behave identically whichever surface color you choose.

INLAID LOGOS

Best placed outside the playing area — the run-off behind the service line, or the strip between the court and the enclosure. A logo inlaid where players push off will wear faster than the turf around it and will be the first thing that looks tired.

CHOOSING A COLOR THAT STILL LOOKS RIGHT IN YEAR FOUR

Turf is the element most exposed to UV and the one you keep longest between replacements. Saturated blues and greens hold their appearance best. Very dark surfaces run hot in southern climates and show sand migration clearly; very light surfaces show every mark. If the club has a strong brand color, our usual advice is to carry it on the frame, the net and the doorways and keep the playing surface in a proven tone.

TURF AROUND THE COURTS

We can also supply turf for the spaces between and around your courts, through our turf manufacturer. Any grade is available, from high-level pro court turf to a softer, walkable landscape turf, in any color.

WHY CLUBS ADD IT

Turf between courts takes the edge off the hard sound of an all-concrete floor and ties the club together visually — the courts read as one venue rather than separate cages on a slab. Specify it with the court order so it arrives with the same color and grade you approved.

05 BEYOND THE COURT

THE CLUB AROUND IT.

Courts arrive branded; clubs are built around them. These are the elements we can supply or coordinate alongside the court order so that everything matches on opening day rather than approximately matching six months later.

SUPPLIED WITH THE COURT

- Windbreak and privacy banners on the perimeter fence
- Surround and walkway turf between courts
- Court-side sponsor boards
- Entrance and gateway signage
- Court numbering and wayfinding
- Bench and seating in club colors

COORDINATED

- Glass decals, installed by a local sign company
- Club identity and naming, through our consulting team
- Scoreboards and court-side displays
- Retail fit-out and demo racket walls

SPONSOR INVENTORY

A padel court carries more saleable surface than most owners realize. Laid out in advance, a single court offers doorway covers, net tape, net post covers, back-wall glass, the upper glass band, perimeter banners and court-side boards — seven distinct positions before anything is built around it.

We can produce a branded court elevation showing every available position, which is a considerably easier thing to sell from than a description.

Plan sponsor positions before the order.
Changeable surfaces should be specified as changeable; permanent ones should be the club's own identity, not a sponsor who may not renew.

06 HOW TO SPECIFY

WHAT WE NEED FROM YOU.

ARTWORK

Anything branded starts with your artwork. We need:

- Vector files — AI, EPS or PDF. Not JPG or PNG
- Pantone references for every brand color
- Mono and reversed versions of the logo
- Minimum clear space and any usage rules
- Written confirmation you hold the rights to use it

COLOR

- RAL reference for frame, columns and mesh
- Pantone for printed and applied graphics
- Turf color from the range, or a physical swatch for a custom color
- Line color, if not white
- Physical samples on request before production

WHAT IT COSTS

Standard frame color	Included
Custom RAL frame color	Confirmed on your quote
Standard turf color	Included
Alternative or custom turf	Confirmed on your quote; minimum order may apply
Branded items	Priced by the factory, confirmed on your quote
Glass decals	Bid locally as part of the project

Every color and branded item you choose is listed on your quote as a line item, including those at no charge, so you can see exactly what is being supplied. Anything that moves the delivery date is flagged before you approve it.

LEAD TIME

Standard frame color	No change
Custom RAL	No change in most cases
Standard turf color	No change
Alternative or custom turf	Adds to lead time
Inlaid turf logos	Adds to lead time
Branded net tape, post covers, doorway covers, door plates	Confirmed on your quote
Glass decals	No change — installed locally after the court

THE APPROVAL SEQUENCE

1 BRIEF You send artwork, colors and what you want branded.	2 VISUAL We return a court elevation showing every branded surface in place.	3 SIGN-OFF You approve in writing. Nothing goes to production before that.	4 PRODUCTION Built to the approved visual, checked against it before shipping.
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PADEL ELEVATED

SEND US YOUR LOGO. WE'LL SHOW YOU THE COURT.

We will come back with a court elevation in your colors, with your branding in place, before you commit to anything.

BRANDING & ARTWORK

info@altapadel.us

Customization Program

SALES & PROJECTS

sales@altapadel.us**(619) 781-9485**

CUSTOMIZATION AND BRANDING · REF AP-BRAND-2026 · REV 2
COMPANION TO AP-SPEC-2026 AND AP-RANGE-2026
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