



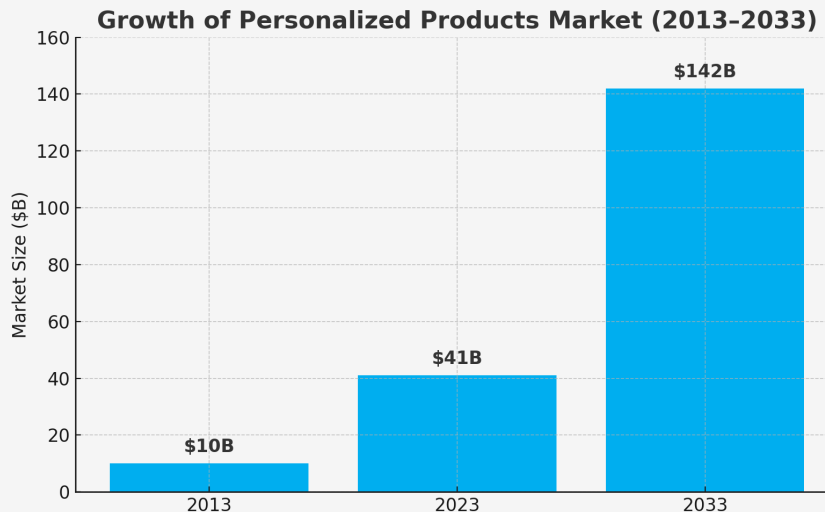
MapSherpa

Personalized and Custom Map Products

Unlocking New Opportunities for Cartographic Assets
Dave Mcilhagga | IMIA London Forum | May 7, 2025

Personalization is Reshaping Physical Products

- Personalized Products market growth
- 75% of Gen Z prefer customizable products
- 74% of e-commerce platforms use personalization



Why Geography is Natural for Personalization

- Emotional ties to place
- Geography is naturally customizable
- Place is a part of Personal Identity



Outdoor Recreation



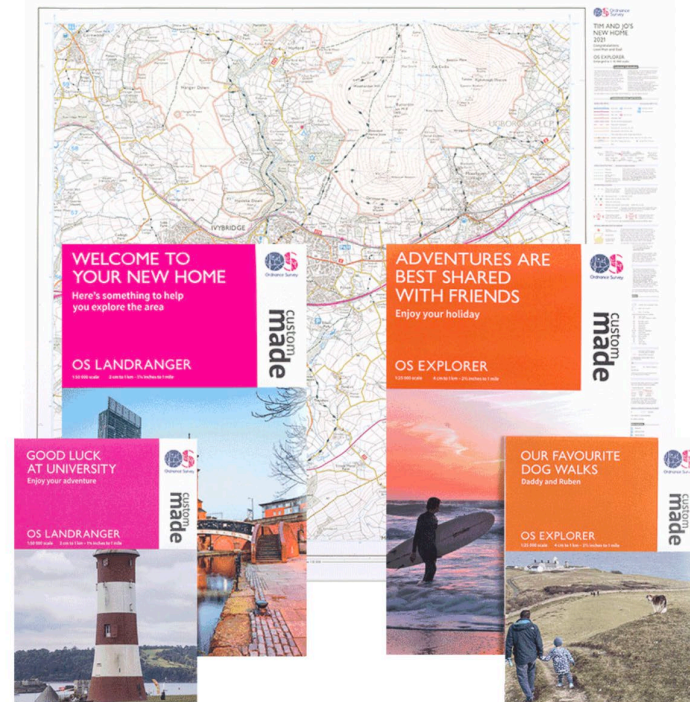
mySwissMap: your tailor-made map!

The familiar national maps, the official hiking map, the aerial map or historical maps, they all can be customized! With mySwissMap and in just a few clicks, you can design your own personalised paper map with your desired map section of Switzerland.

Order here:

mySwissMap
Printed on demand, by swisstopo

- swisstopo - mySwissMap
- Ordnance Survey – Custom Made Maps



Outdoor Recreation

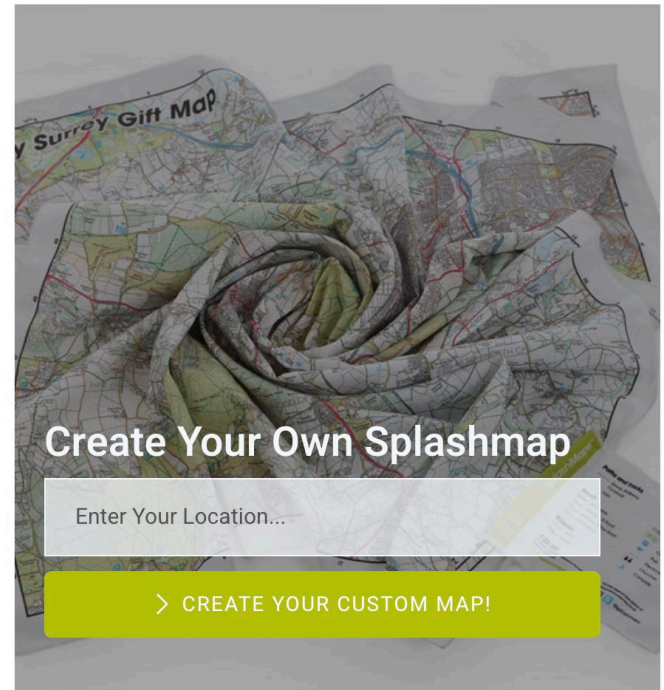
Personalised Map Prints with Your Favorite Photos

JUST \$99 (plus GST) including shipping!

These unframed personalised maps come in size A1 - 841mm x 594mm and are unlined.
Delivery takes about 7 - 10 days.



- Hema maps – Personalized Wall Maps
- SplashMaps – Bespoke on Fabric



Custom Map Jigsaw Puzzles

The personalised city map jigsaw puzzle - my MAPuzzle



Piece Count
500, 1000
or 1500 pieces



Size of the piece
Ø 2,6 x 2,2 cm -
Ø 2,9 x 2,1 cm



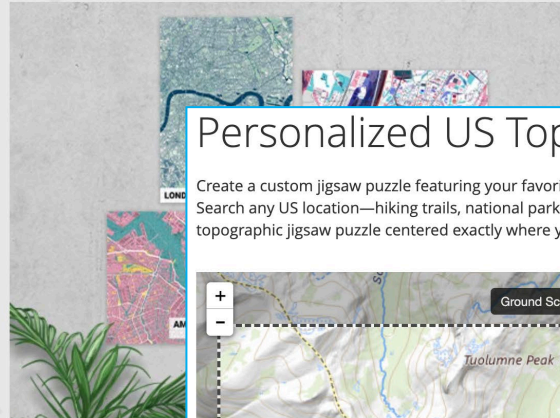
Cardboard Box
34 x 23 x 4 cm -
37 x 27 x 6 cm



Puzzle Size
36 x 49 cm -
80 x 60 cm

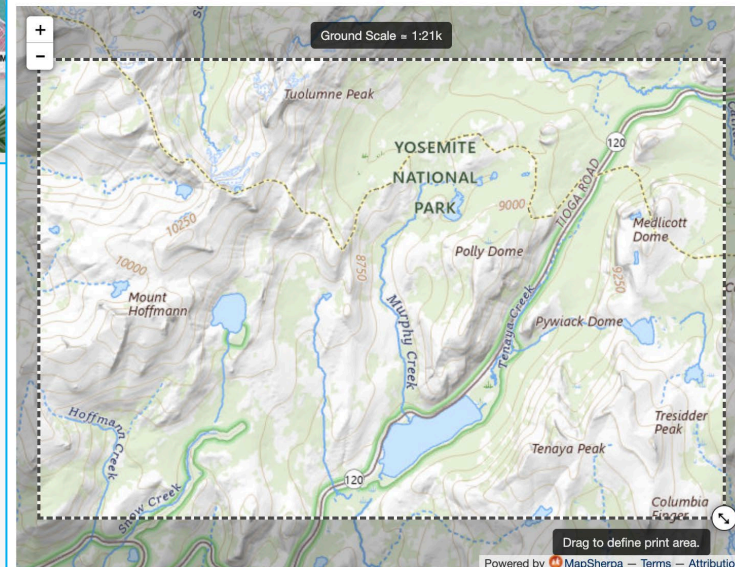
From New York to Rio and Tokyo, **you can do a jigsaw of your home town, your holiday destination or your dream city.** You can **get any piece of the map printed as a jigsaw** on our MAPuzzle. With a **my Ravensburger city map jigsaw puzzle**, you can take the whole world home with you. Whether it be it Panama City, Paris or Pontefract - any location, any city, any corner of the earth can now be discovered as a Ravensburger jigsaw. Whether for your own four walls, the office or as a **creative gift idea**, an **individual city map jigsaw puzzle** is definitely a stylish decoration!

Start creating!



Personalized US Topo Map Jigsaw Puzzle

Create a custom jigsaw puzzle featuring your favorite outdoor location in just 3 easy steps: **1)** Select your puzzle size: 100 or 400 pieces, **2)** Search any US location—hiking trails, national parks, lakes, or special places, **3)** Preview your map and place your order. We'll craft a premium topographic jigsaw puzzle centered exactly where you want, making it the perfect keepsake or gift for outdoor enthusiasts. [View Video](#).



Customize Your Puzzle

1 Puzzle Pieces

100

400

2 Select Location

Search Addresses, Landm:

GO

3 Preview Puzzle

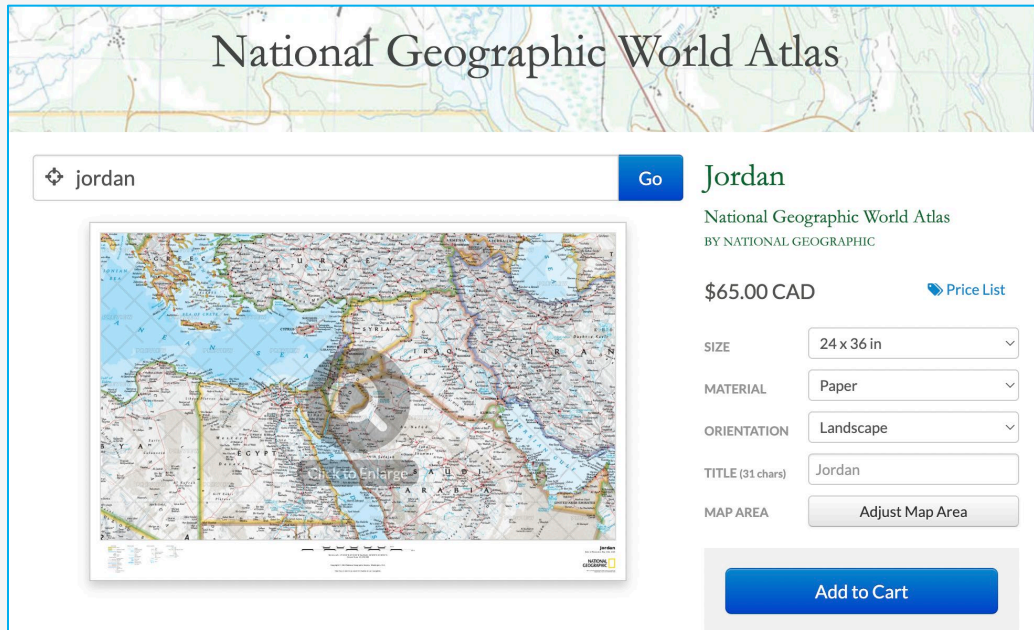
Please preview the final image before adding to cart

Puzzle Sizes:

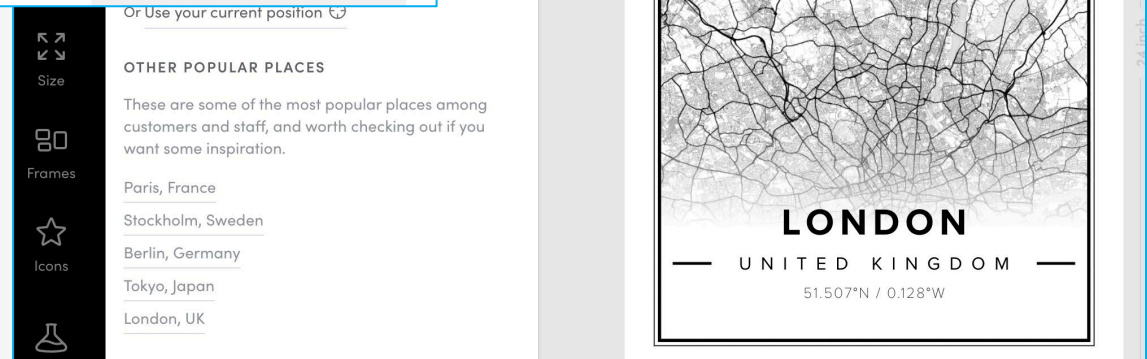
- 100-piece puzzle measures 18.1" x 11.8" (46 x 30cm)
- 400-piece puzzle measures 18.5" x 12.5" (47 x 32cm)

- Ravensburger – my MAPuzzle
- All Puzzles and MapTrove – Custom Map Puzzles

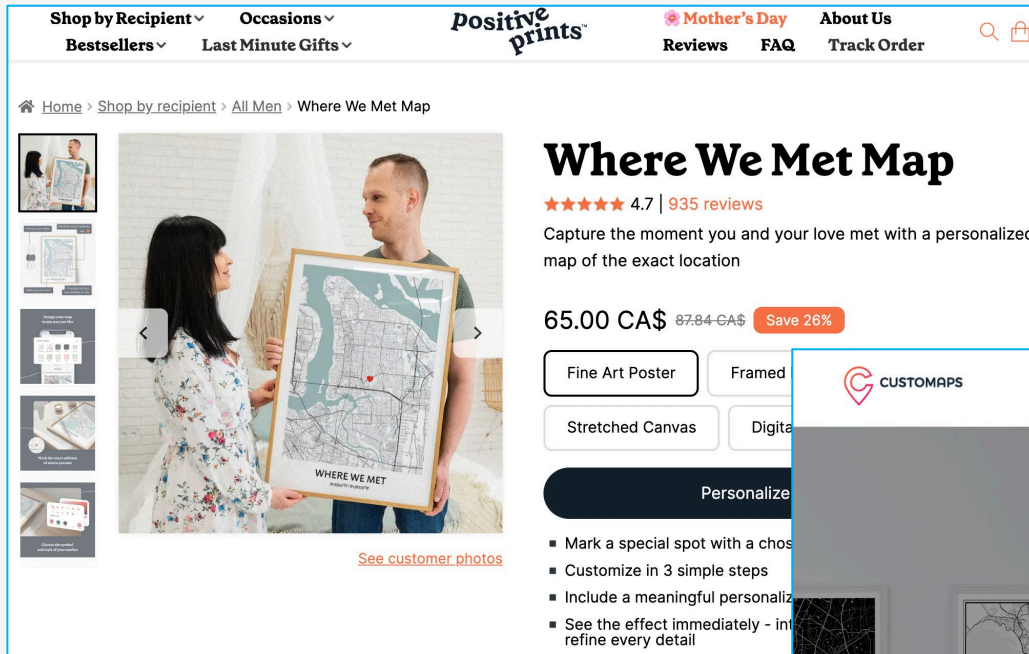
Personalized Wall Decor and Gifts



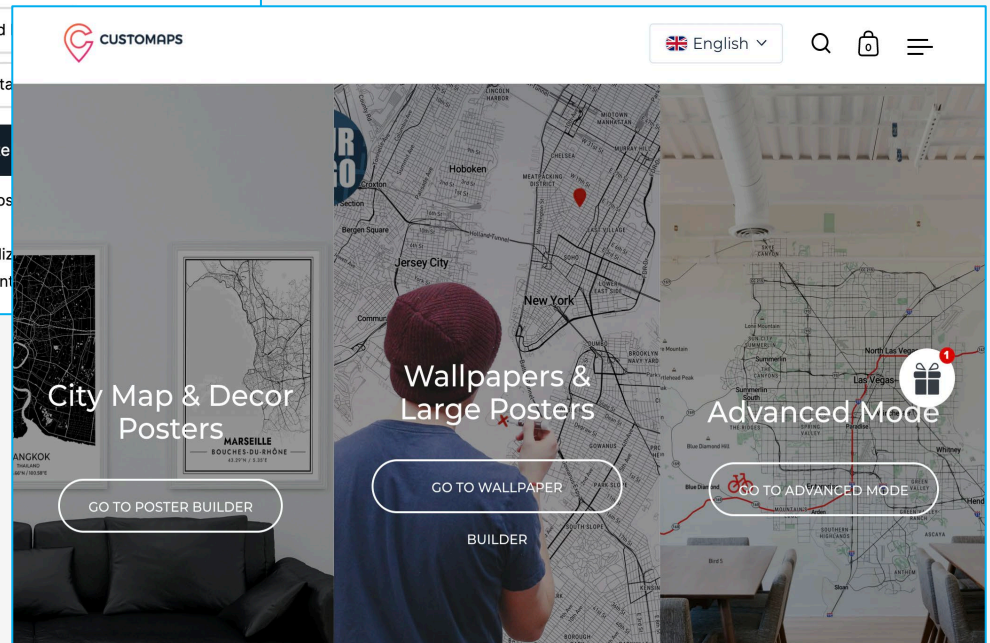
- World of Maps – Custom Wall Maps
- Mapiful – Custom Map Posters



Personalized Wall Decor and Gifts



- Positive Prints – Home Décor custom map prints
- Customaps – Wallpaper, posters for Home and Business



Capitalizing on the Opportunity

- Premium Content – unique, exceptional content.
- Versatility – digitally accessible and print ready.
- Partnership – new forms of distribution.



Thank you!

Dave Mcilhagga

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