

Fuelling Fun for the Long Run: Embed and Bandai Namco Renew Exclusive Distribution Partnership for UK & Ireland

Embed, the world's FEC tech partner of choice in family entertainment industries, has renewed its exclusive distribution agreement with Bandai Namco.

DUBAI, DUBAI, UNITED ARAB
EMIRATES, August 18, 2026

/EINPresswire.com/ -- [Embed](#), the world's FEC tech partner of choice in the amusement and family entertainment industries, has renewed its long-term exclusive distribution agreement with Bandai Namco for the United Kingdom and Ireland.



Embed x Bandai Namco 15 Years

The renewed agreement reinforces a partnership built on more than 15 years of collaboration and shared success, ensuring operators across the UK and Ireland continue to benefit from the cloud-based Embed Ecosystem, delivered through Bandai Namco's established local sales, installation, training, and customer support network.

“

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Trevor Sutton

Together, the companies provide their market with a combination of a fully integrated platform connecting bookings, waivers, [point-of-sale](#), Mobile Wallet, and real-

time business intelligence with a deep-rooted presence and market expertise in the UK and Ireland. The renewal of the long-standing partnership provides confidence in working with a globally recognised tech platform backed by a trusted, responsive local partner that supports customers in their own market and time zone.

Today, the partnership supports a wide range of leading operators across the UK, including recognised brands such as Park Holidays, Top Golf, Tenpin, and [Namco Funscape](#)—reinforcing their joint role in powering high-volume, multi-location entertainment venues.

This longevity underscores a partnership built not just on distribution, but on continuous innovation, trust, and a shared vision for the future of entertainment.

“Our 15-year partnership with Bandai Namco is a testament to what sustained collaboration can achieve. We’re in good company together, and the decision to renew this long-term exclusive distribution agreement shows our commitment to layering value to operators across the UK and Ireland for another 15 years to come,” shares Rob McMenamin, EMEA General Manager at Embed.

“Our recommitment with Embed is a product of years of trust, expertise, and the customer-centric service we share,” Bandai Namco’s Director of Complete Solutions Business Division, Trevor Sutton, adds. “We look forward to reaching out to more customers and prospects in our market and helping them scale their operations to compete in a digital-first world.”

With the growing cashless system adoption in the UK and Ireland markets, Embed and Bandai Namco’s partnership will continue to set a benchmark for how entertainment venues future-proof their businesses with trusted tech partners.

Kathleen Goy

Embed

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