

WORLD LEADING PLAYING CARD MANUFACTURER

www.copag.com.br

In Brazil, the history of playing cards is intertwined with the history of Copag. Copag is synonymous with playing cards and is the world leader in sales, widely known and respected as a traditional manufacturer of playing cards. Almost 100 years at the forefront of the industry, Copag was founded in 1908 by Albino Gonçalves Dias, passing from one generation to another down to our days. Current Chairman, Ricardo Albino Gonçalves Filho, great-grandson of the founder, leads a company which, from modest beginnings selling paper, notebooks and envelopes, has now become one of the most modern and competitive in the world, with cutting-edge technology and holding the leadership in the ranking of international companies in its sector. In 2005 Copag announced a 50% partnership with



Aerial view of the Copag factory in Manaus, Brazil



The inside of the factory



Show room



Copag offices in the USA



With offices in the USA (Copag USA), Copag is active in several sectors of the US market, and was named official supplier for the World Series of Poker two years running. Taking advantage of the growing success of poker worldwide and increased consumption of plastic decks, Copag now supplies its famous plastic cards to a number of sectors worldwide, particularly Casinos, either directly or through representatives, distributors, partners and associates. This growth has been possible in good part thanks to TCSJohnHuxley, Copag's distributors for Casinos in strategic territories. This international partnership was set up in 2002, placing Copag decks in the best and biggest Casinos worldwide.

"No other company can offer quite so many standard quality control procedures for Casinos as Copag: technical verification of raw materials prior to manufacture, automatic print inspection using the "Eagle Eye" system, symmetrical cutting and shaping control, weight control by scales to detect possible missing cards at all stages of production, qualified technical support throughout the production process, inviolable holographic tagging with a sequential number printed for all dozen boxes, in-house destruction of waste materials, year-round 24-hour temperature and humidity controls, secure area for Casino product storage, exclusive and secure transport pallets and international transport insurance for every deck in every batch", according to a company representative.



Copag Sales team

Carta Mundi, a European group with over 170 years of know-how and tradition in the manufacture of playing cards. Carta Mundi, headed by Chris Van Doorslaer, has strategically-located factories in Belgium, Germany, UK, USA, Poland and Brazil, in addition to 10 commercial offices dotted round the world. Copag operates in many segments: retail, promotional, collectibles, games and Casinos. The latter is a key segment and one in which the company most invests in technology and improvements, offering a top-quality, extremely reliable product, guaranteeing total product integrity worldwide. Over the past 10 years, Copag has taken great strides in the international market, from exhibits at international trade fairs to becoming the producer of the best plastic playing cards in the world. The Copag/CartaMundi group boasts a yearly production of over 320 million decks of cards, exporting to over 120 countries. With over 1,000 employees and estimated revenues of €150 million in 2007, the company is the world leader in its sector.



Copag offices



Ricardo Gonçalves Filho, Copag Chairman and Chris Van Doorslaer, head of CartaMundi



Copag and CartaMundi sales team





These procedures are standard and applied to all volumes and destinations, at no additional cost to the customer. Clients seeking additional security are offered invisible UV trademark printing, adding reliability to each card on the table.

Copag has always been extremely concerned with delivery dates: deck design is approved online, for all items and features of the customer order. Hours later his first contact, the customer receives the final front and back cover and packaging art for approval, after which production starts, with a lead time of 15-18 days. The finished product is shipped directly from Manaus to destinations worldwide. Copag invests not only in technology, improvements and cost reduction, but also in much higher objectives: it is the only company in the world with ISO 9000, ISO 14000 and SA 8000 certificates (Quality, Environment and Corporate Social Responsibility, respectively). The company values reflect a commitment to ethical business and to respect for and valuation of human resources. The company is planning a series of events to celebrate its 100th anniversary, including the launching of commemorative products, a book telling the history of the company since its inception, a new website, new packaging, among others. One of these is the installation of a new, 40m long printer, considered one of the most modern in the world, in operation since early this year. Another is the new logo, changing the original green to red and creating a standard with all Carta Mundi group companies worldwide.

Over these 100 years, Copag has conquered many markets and served many clients. However, this is just the beginning for a great customer-focussed company. A company with the enthusiasm of the beginner and a team of associates always ready to serve customers in the best possible way.

Text and photos: Copag Marketing Department



Copag participates in the most important gaming shows with TCSJohnHuxley, its worldwide distributor



Sales Convention 2007



ABAD show 2007



A player needs to be **determined.** **YOUR** needs **more than** **THAT.**



COPAG
security is what
you need

Holographic inviolable label with a sequential number printed for the dozen boxes - an exclusive Copag security feature.



COPAG

TCSJOHNHUXLEY.COM/COPAG