

Our moves

About us

COPAG, one of the pioneers in the production and leading distributor of card games in Brazil, has established itself as one of the leading global companies in the playing cards sector. Founded in 1908, the company has been part of the Cartamundi Group, the world's largest organization in the playing cards segment, since 2005.

With a diversified portfolio that includes playing cards, children's games and personalized cards, COPAG offers over 70 products that cater to different age groups and audiences, ranging from children and teenagers to adults, with a focus on inclusion and accessibility for all.

Our operations

LOGISTICS CENTERS PLANT/WAREHOUSE

All warehouses are distribution centers.



Global values

Our principles will guide every individual, regardless of position, role or title, in their attitudes, initiatives and choices:

We Connect – We Care – We Play – We Can – We Do.

We connect!

With the world around us. By building partnership with our customers, suppliers, consumers and employees. Open-hearted, regardless of our differences.
As One Group, One Team.



<https://www.youtube.com/embed/OhPV7iyDOGI>

We take care of everything!

As a family-owned company, we care for all our employees. We care about current and future generations. For our planet and all its creatures. We care by including everyone in the game. And by sharing our magic in everything we do.



https://www.youtube.com/embed/ju_2hJsMjQ0

We play!

We create. And have fun doing so. Our games bring people together. And create magical moment. We play, so you can play.



<https://www.youtube.com/embed/T6rYR3EXqB0>

We can!

We are entrepreneurs at the heart. Proud of our craftsmanship, creativity and expertise. We are also industry leaders, looking for cutting-edge innovation. And together, we can.



<https://www.youtube.com/embed/w9KnRCSAbal>

We get things done!

With energy and enthusiasm. We find creative solutions for any challenge. Big or small. Our approach is fair and transparent and delivering on our promise, that's what we do. That's what we do.



<https://www.youtube.com/embed/pQt3MixpgF0>

Social Networks



Instagram



Facebook



X (former Twitter)



LinkedIn



Youtube



@copagoficial

Our team

COPAG ended 2024 with 376 employees and 6 Big Bang employees. Please see below:



376

Collaborators



101

São Paulo



275

Manaus



6

Chile



Cartamundi

Cartamundi is a global leader in gaming solutions, such as playing cards, card and board games, and collectible card games. With a team of nearly 3,000 employees, it is united in providing everyone the opportunity to “Live Different, Play Different”.

In doing so, we are “sharing the magic of playing together” as our approach to life and business. A powerful purpose that drives social and interactive experiences with a human touch, both online and in the physical world

Cartamundi is headquartered in Belgium, operates a global network of design and sales offices, and manufacturing facilities, spanning from the USA, across Latin America and Europe, to Japan. The company houses a global portfolio of brands that includes a range of traditional brands such as Bicycle®, Bee®, Fournier®, COPAG®, and many others beloved locally. At the same time, Cartamundi

is a reliable partner in manufacturing and distribution solutions for leading companies of toy and entertainment industry.

Given that Cartamundi’s printers have been in operation since 1765, the company builds on a rich tradition while driving innovation in digital and hybrid experiences to remain relevant today and tomorrow.

Learn more about what we do at [cartamundi.com](https://www.cartamundi.com) and follow us on [LinkedIn](#) at www.linkedin.com/company/cartamundi.

COPAG and Cartamundi

COPAG and Cartamundi have established a solid joint venture partnership spanning almost two decades. The two organizations complement each other perfectly at a business level and are united by a shared set of values. Both rooted in family ownership, they are driven by a strategic vision centered on sustainable and profitable growth, while caring for our planet and ensuring the lasting excellence of our company for future generations.

Cartamundi declares: “COPAG is one of the jewels in our crown regarding sustainability. The company leads the implementation of our sustainability strategy, exemplified by Ana Carolina Gonçalves, CEO of COPAG, who also serves as Cartamundi’s Chief Purpose Officer.

Through this dual role, COPAG’s expertise and passion are disseminated throughout our global organization, inspiring others to follow suit. COPAG’s commitment to Environmental, Social, and Governance (ESG) principles is tangible: the company actively engages in community activities, initiates employee-led projects, and diligently seeks ways to minimize environmental impact. We take immense pride in COPAG’s leadership in sustainability and its integral role within the broader Cartamundi community. Together, we are dedicated to shaping a more sustainable future for all.”



Big Bang

The partnership between COPAG and Big Bang has brought important results for both companies. The actions carried out have strengthened integration and expanded the company's market presence.

The combination of COPAG's experience and Big Bang's innovative approach has allowed to expand COPAG's presence in strategic sectors and increase its market share. The integration of processes and strategies was crucial to optimize resources, reduce costs and meet market demands more effectively.

We also developed and launched new products that served both the local market and some international regions. The joint operation helped reinforce COPAG's commitment to quality and continued growth in the regions.

This partnership continually seeks to explore new opportunities and achieve consistent results over the coming years.



Strategic Pillars

Our eyes on the present and the future

In 2024, COPAG's strategic planning was key to ensuring that we remained aligned with the demands of the present, while at the same time preparing for the challenges and opportunities on the horizon. We have implemented concrete actions that have strengthened our position in the market and optimized our internal processes. The expansion of our presence in Latin America, the development of the global poker project and other strategic initiatives are in full swing, putting us in a favorable position for sustainable growth.

The strategy is to focus on continuous adaptation to market changes, innovation and operational efficiency. Flexibility remains one of the keys to our success, ensuring that COPAG not only adjusts to market changes,

but also creates new opportunities in different regions.

In addition to strengthening our presence in the market, in 2024 we invested in strategic projects aimed at our people. The recognition by Great Place to Work reflects our commitment to an increasingly positive and collaborative working environment. This is the result of planned actions directly involving all of COPAG's employees, who have been instrumental in achieving our goals.

At the same time, sustainability remains one of our top priorities. Several projects, including those supported by Cartamundi's Global Fund, aim not only to preserve the environment, but also to have a positive impact on the communities where we operate.

We are committed to promoting social and environmental well-being in the regions where our company is present, actively contributing to a more sustainable future.



New COPAG printer

We have implemented a new printer, which has improved our production capacity and internal proc. The new printer offers more flexibility in operations, allowing us to meet the demands of larger and more complex productions more efficiently.

With the upgrade, everyone at COPAG benefits from an increase in printing speed, which directly reflects in faster delivery of products. Moreover, the new printer has a reversal system that allows double-sided printing simultaneously, thus reducing the curing time of the deck and increasing our production efficiency.

This change brings benefits to both our employees and our customers and will contribute to the continuous improvement of our processes and the satisfaction of everyone involved in our production chain.



New Printer



New Printer