



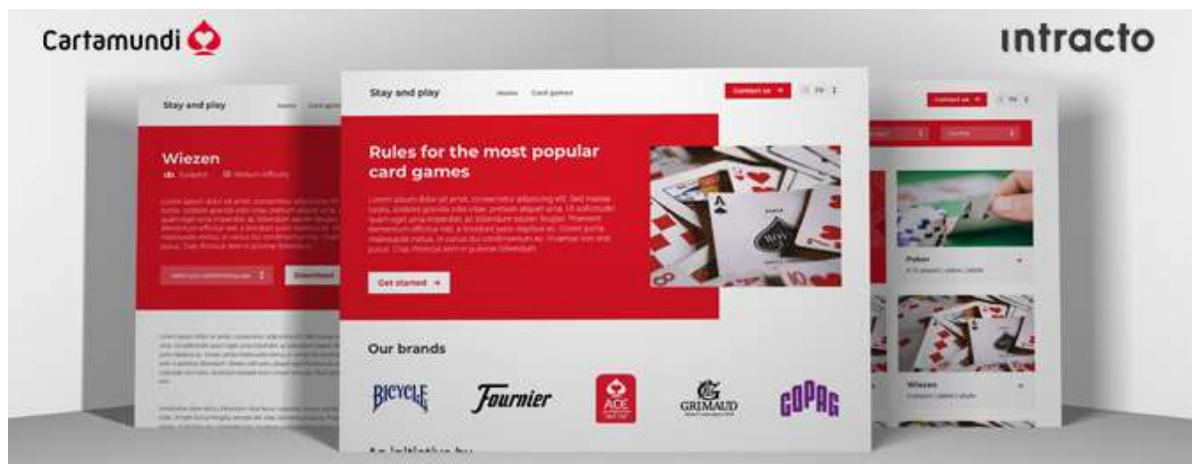
# Cartamundi

**PRESS RELEASE**

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## **Cartamundi and Intracto launch [www.stayandplay.cards](http://www.stayandplay.cards)**

Turnhout & Herentals, 31 March. Beautiful things also come to life in difficult times. Increasingly, people are looking for ways to enjoy time with each other and their families. With the launch of [stayandplay.cards](http://www.stayandplay.cards), [Cartamundi](http://www.cartamundi.com) and [Intracto](http://www.intracto.com), bring back the joy of playing card games to the world. On the platform [www.stayandplay.cards](http://www.stayandplay.cards) traditional playing card games from all over the world are brought together. To be discovered and re-discovered. With easy access how-to-play, game rules and even how to play video's.



The goal of both companies is simple: "To help people enjoy being together & making the most out of this difficult time." Because in addition to business as usual, we believe our companies also have a duty towards society.

**The message is clear: Stay inside. Stay safe. Stay positive.**

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## Every home has its preferred card game

It has been clear to us from the start, that this project should be available to the entire world, and that the card games included should be relevant to all. To achieve this, the site will include the most famous games, alongside country or culturally specific card games. Our platform will allow you to discover them all.

Playing card connect people. And there is a deck of cards in almost every household. Playing games is a perfect way to disconnect from all the news and other media.

“Cartamundi is a global group with a strong local network. The [stayandplay.cards](https://stayandplay.cards) platform is a unique collaboration between all the different Cartamundi companies, to connect people,” says Stefaan Merckx, CEO of Cartamundi. “It is the perfect way to make our purpose ‘Sharing the Magic of Playing Together’ tangible.”

## More than 100 card games available

Cartamundi is most famous for its brands like Bicycle, Fournier, Ace, Grimaud, and Copag. Insiders of the different markets and experts of various teams have been working together to establish this new platform.

Which games do Brazilians play? How do the Germans play with cards? What is a good game to play alone? [stayandplay.cards](https://stayandplay.cards) will bring all these insights, cultural differences, and of course, “how to play” together, in one easy place

At the moment of the launch, a total of 100 card games will be available. New games will be added regularly. In the spirit of growing a global card game playing community, we plan, in the coming weeks, the ability for users to add and suggest additional content.

## Website ready in 8 days

Intracto, digital partner of Cartamundi, was the perfect partner to build this platform.



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Intracto CEO Pieter Janssens says: “When we received a call about the project, we were immediately excited. In moments of crisis, a company must look for ways to give back to society. In this way, we help to make this additional “family time” more fun. We are proud to be a part of this project. A big thank you to our team and to the experts of Cartamundi for stepping up and creating this project so quickly.”

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(not for publication)

## About Cartamundi

[Cartamundi](#) is Latin for “Cards for the World.” With a history dating back to 1765, Cartamundi is the world’s leading manufacturer of card & board games and digital solutions. With a network of owned sales offices, 13 state-of-the-art manufacturing facilities, and a workforce of over 2,500 people, Cartamundi is a prominent and growing supplier to the global cards, games, and toys industry. In 2018, Cartamundi generated a revenue of approximately \$440 million.

Legendary games such as Monopoly® and Pokémon® run off the Cartamundi production lines, as do many different varieties of playing cards and card games for consumers as well as casinos.

With its strong brands such as Color Addict®, Shuffle®, COPAG®, and Grimaud®, Cartamundi created a compelling range of playing cards, children’s card games, and family games. These products can be found in major retailers across the globe, contributing to fulfilling the Cartamundi purpose of “Sharing the Magic of Playing Together.”

Cartamundi’s corporate headquarters are in Turnhout, Belgium. Manufacturing facilities are located in Japan, India, Poland, Germany, France, Belgium, the United Kingdom, Ireland, United States of America and Brazil.

## About Intracto

[Intracto](#) is an innovative digital services group in the Benelux with a team of 750 experts specialized in strategy, technology, marketing, content, and creation. The company has 11 affiliates in Belgium and the Netherlands. Bringing talent together and looking for solutions with an extreme customer focus is the main aim of Intracto. Intracto was founded in 2005 and is now the partner for national and international customers such as Knauf Insulation, Akzo Nobel, Canon, Alphabet, Michelin, Brussels Airport, Manna, Quick-Step, Torfs, Media Markt, Kom Op Tegen Kanker, and Volvo.



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