

GAMEGENIC AND BUSHIROAD ANNOUNCE NEW PARTNERSHIP



Press release, September 22, 2022

Gamegenic, the Asmodee-based studio behind innovative, premium game accessories, is proud to announce a creative partnership with Bushiroad.

Gamegenic is honored to work with the industry giant Bushiroad and to be given the enormous opportunity to create the very first officially licensed premium deck box for Cardfight!! Vanguard. This license and partnership will be a next big step in Gamegenic's corporate history, benefitting gamers around the world.

The unique deck box fulfills the specific needs of Cardfight!! Vanguard players. It protects the cards, offers innovative features, and facilitates an even deeper immersion into the exciting world of Cardfight!! Vanguard.

Shunichi Taira, Chairman & CEO, Bushiroad International: *"We are excited to launch this one-of-a-kind product featuring our flagship trading card game title, Cardfight!! Vanguard. Our team has worked closely with the passionate people at Gamegenic on the design and functionality of these premium deck boxes to ensure that the needs of our players are met, so we hope everyone enjoys using it!"*

Adrian Alonso, Head & CEO of Gamegenic: *"Cardfight!! Vanguard deserves exceptional accessories, with ingenious features and premium quality. We take players' demands and needs very seriously and strive to constantly rethink and improve every single detail. We can proudly say that this is the perfect and long-awaited product for Cardfight!! Vanguard."*

The new Cardfight!! Vanguard box will be showcased for the first time by Gamegenic in October 2022 at the game fair SPIEL 22 in Essen (Hall 2, Booth 2B102), where visitors will be able to exclusively experience it for the first time ever.

Stay tuned for more news!



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About Gamegenic

Based in Essen, Germany, Gamegenic was established in 2019 with the explicit mission to improve gaming supplies – such as premium boxes, binders, and sleeves – by combining quality with innovation, functionality, and appealing design. Gamegenic is a company founded by experienced professionals and passionate gamers. Each product results from years of know-how in the industry. Gamegenic is an Asmodee Group company. Find Gamegenic on social media: [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Bushiroad

Bushiroad is an expert in the field of collectible card games, responsible for the development of Cardfight!! Vanguard, Future Card Buddyfight, Weiß Schwarz, BanG Dream! and other card games all over the world. Find Bushiroad on their website at www.bushiroad.com and on social media: [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).