

PRESS RELEASE, FEBRUARY 21, 2020

GAMEGENIC'S ESSENTIAL LINE HAS A RELEASE DATE!



Last year, **GAMEGENIC** successfully entered the market with skillfully tailored supplies for the award-winning game **KeyForge**. Its new and innovative **ESSENTIAL LINE** will be released worldwide on **March 11-13**. This time, enthusiasts of more than just one card game can look forward to the Ingenious Supplies of the Asmodee group's youngest studio.

Our world is filled with unique board and card games. All of them deserve specifically designed accessories to support them in the best possible way and thus enrich our gaming experience. Gamegenic has been teasing the TCG community with the realization of such accessories for quite a while now. Its social media channels and exclusive presale at SPIEL'19 provided a thrilling glimpse of its upcoming products. Now, players have a date to which they can look forward. The **ESSENTIAL LINE** will be released in the EU on **March 11** and worldwide on **March 13**. These accessories are specifically designed and optimized for TCGs, such as **Magic: The Gathering**, **Pokémon**, **Final Fantasy TCG** and many more.

Following the philosophy of Gamegenic, CEO Adrian Alonso doesn't want to simply add more generic boxes to the market: "With our **ESSENTIAL** product line we are providing well thought out gaming supplies that feature unique innovations in every product, ranging from the casual to the premium sector."

The whole line is outfitted with unique features, that serve one specific or even multiple purposes. The premium deck box line is equipped with the **Convertible system**, which allows players to remove the flaps completely and attach them neatly to the bottom or back side. This means more precious space on the gaming table. Additionally, the flaps can be **Mix & Matched** to create individual color combinations. Individual boxes also hold special surprises: **The WATCHTOWER 100+**, for example, does not only transport cards to the game. Its integrated card stack holder also enriches the in-game experience with practical use.



2020 will be a great year for card and boardgame players. TCG fans in particular can look forward to the **ESSENTIAL LINE** while Gamegenic is already looking into more specific projects. The direct access to the Asmodee Group's most exciting licenses keeps thrilling surprises upcoming.

About Gamegenic

The Gamegenic GmbH is an internationally operating studio of the Asmodee Group based in Essen, Germany. The studio was founded in 2019. Managing directors are Adrian Alonso & Alexis Desplats. Gamegenic is mainly responsible for the design and production of all game accessories of the Asmodee Group.

Press contact

GAMEGENIC / Robert Schymiczek - Tel.: +49 (0)201 248 595 573 – r.schymiczek@gamegenic.com