



WHY OUR PRODUCTS ARE SO MUCH DESIRED?



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A PROUD HISTORY, A PROMISING FUTURE

The United States Playing Card Company (USPC) is part of Newell Brands Inc. (NYSE:NWL). Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

OFFICIAL AND PROUD SUPPLIERS TO:

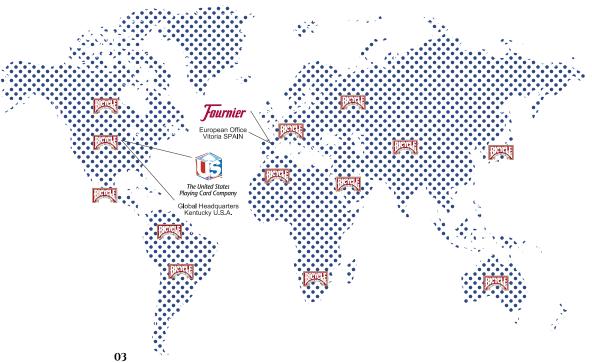
Our expertise in the Casino Industry, meeting the highest quality requirements, has led us to be official suppliers of the most prestigious poker tournaments in the world such as World Poker Tour®.

THE LARGEST MANUFACTURERS OF PLAYING CARDS

For over 125 years, The United States Playing Card Company has been leader in production and distribution of well-known and reputable premier playing card brands as BEE®, Bicycle®, KEM® and Aviator®. Our brands can be found in the 5 continents, being leaders in countries such as USA, Canada, Mexico, South Africa, China, Japan, Philippines, etc..., not to mention our dominant position in Casinos worldwide. Keeping this privileged position in the market requires



constant updating in technology. In 2009, we invested more than \$40 million building new facilities in Erlanger (Kentucky) with state-of-the-art technology, moving from our historical Headquarters in Cincinnati.



LEADERS IN THE CASINO INDUSTRY

Since the origins of the gaming industry, The United States Playing Card Company has been recognized for its excellence in meeting the needs of the most discerning Casinos.

The most demanding players praise our playing cards at the tables of the finest temples of gaming all around the world, like Las Vegas, Macau, Montecarlo, The Ritz Club in London...

WHY OUR PRODUCTS ARE SO MUCH DESIRED?

UNIQUE AND EXCLUSIVE PRODUCTS

Our brands have a unique personality and great consumer awareness, achieved thanks to the exclusive raw material of our products and a clear marketing strategy.





We are the only playing card manufacturer that produces playing card paper stock in-house, obtained from North American hardwoods that have unique fiber length, providing durability and preferred handling. The paper is uniquely formulated to provide a high-grade recyclable product.

PERFECT FINISH

An advanced printing technology and the most precise card cutting capabilities enables perfection, accuracy and

consistency in all production runs. By adding the strictest quality controls through the whole production process you can have the peace of mind that every deck will be a masterpiece, the perfect blend between the craftsmanship and know-how distilled since 1885 and today's cutting-edge technology.

You will find much more than a perfectly crafted deck of cards every time you bring us to the table. You will get the fresh aroma of the ultimate playing cards, an invitation to a memorable game. Let's shuffle and deal!

THE WIDEST RANGE OF POKER PLAYING CARDS

The most comprehensive range of cater for all taste and needs.

	PAPER	100% PLASTIC
CASINO PROFESSIONAL QUALITY	Bee The Casino Card	Fournier
PREMIUM QUALITY	Bexch	PRESTIGE
VALUE BRAND	ÁVIATOR	

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BICYCLE* RIDER BACK 2 PACK 2 STANDARD INDEX

Ref. 1001781



2 JUMBO INDEX

Ref. 1004949

BICYCLE° PRO° POKER PEEK° FACE

Ref. 1017493





PRESTIGE

THE POWER OF PRESTIGE

Bicycle® is arguably the most powerful brand of playing cards around the world with over 125 years of history and tradition.

Now Bicycle ® goes "All in" with 100% Plastic Playing Cards that will last for hours at the table, staying fresh after hundreds of shuffles and deals.

Quality and value with the signature of America's favorite brand.



BICYCLE*
PRESTIGE
2 JUMBO INDEX
Ref. F44100









100% PLASTIC PLAYING CARDS

Fournier 100% Plastic Playing Cards are the professional choice to play and enjoy poker for unlimited hours. Resistant to scuffing and breaking they will stay fresh during rounds of betting.





FOURNIER 2500

4 STANDARD INDEX

Ref. 1028934



FOURNIER 2800

2 JUMBO INDEX

Ref. 1028935



FOURNIER 2826

2 JUMBO INDEX

Ref. 1028940





FOURNIER ARABESCO

2 JUMBO INDEX

Ref. 1028941





FOURNIER FLOR DE LIS

2 JUMBO INDEX

Ref. 1028942

FOURNIER 2525

4 STANDARD INDEX

Ref. 1028938





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PREMIUM QUALITY PLAYING CARDS

A premium quality playing card. Bee® cards are preferred by casinos and industry-professionals alike. Considered more durable than the average paper playing card, Bee® cards can maintain their shape and feel for a longer amount of time, providing increased play and use.





BEE° 2 STANDARD INDEX

Ref. 1004508

\mathbf{BEE}^*

2 JUMBO INDEX

Ref. 1001770



AVIATOR

THE VALUE BRAND

Aviator® plastic coated playing cards have enjoyed a long history of quality and value and they have earned a dedicated following of card enthusiasts. Aviator ® brand cards were introduced in 1927, to honour Charles Lindbergh after he made his flight across the Atlantic. Its box is updated every few years to reflect the changes in aviation. Currently the box features an outline of a 737.

WE OW



AVIATOR®

2 STANDARD INDEX

Ref. 1000906

AVIATOR*

2 JUMBO INDEX

Ref. 1000876









THE MOST DESIRED 100% PLASTIC PLAYING CARDS

They look different, and feel different... because they are different

A status symbol to some, a cost reducing card to others, they are the most desired playing cards in the world. They look different and feel different, because they are different.

These cards are scuff and break resistant and completely washable. KEM® cards stay clean, crisp, fresh and flexible throughout their life.

Did you know...?

- · KEM® Cards were first produced during the first half of the 1930's and were the first mass produced 100% Plastic Playing Cards.
- · Since 2007, KEM® is the official playing card of The World Series of Poker.



Virtually impossible to mark, dent or crimp



Completely washable



Incredibly flexible yet strong, hand after hand Arrow



ARROW RED & BLUE NARROW

& BLUE WIDE

2 STANDARD INDEX Ref. 1007086

2 JUMBO INDEX Ref. 1007276



2 STANDARD INDEX Ref. 1007268

2 JUMBO INDEX



ARROW BLACK AND GOLD NARROW

ARROW BLACK AND GOLD WIDE

2 STANDARD INDEX Ref. 1017401

2 JUMBO INDEX Ref. 1017402



2 STANDARD INDEX Ref. 1017399

2 JUMBO INDEX Ref. 1017400



JACQUARD WIDE 2 STANDARD INDEX

Ref. 1023760

JACQUARD WIDE 2 JUMBO INDEX

Ref. 1023761



PAISLEY NARROW

2 STANDARD INDEX

Ref. 1007092

PAISLEY NARROW 4 STANDARD INDEX



