

Gamegenic, an asmodee studio, announces gaming accessories line-up for MAGIC: THE GATHERING

Boulogne-Billancourt, France & Renton, WA, USA, September 10, 2025 – Gamegenic, a global leader in tabletop gaming and Trading Card Games (TCG) accessories and part of asmodee, is thrilled to announce its licensing agreement with Hasbro and Wizards of the Coast for a line of gaming accessories set in the extraordinary world of MAGIC: THE GATHERING.

Gamegenic, as a creative force behind premium and innovation-driven accessories for TCG and tabletop games, becomes an official licensee for MAGIC: THE GATHERING, delivering a full lineup of high-quality products to enhance the gaming experience. This upcoming range will include high-quality card sleeves, meticulously designed deck boxes, premium storage and playmats, and more. Each item will be thoughtfully crafted to protect, enhance, and elevate every play session and provide players with even more opportunities to immerse themselves in the world of MAGIC.

The first accessories from Gamegenic will feature artwork from the highly anticipated upcoming MAGIC: THE GATHERING set that will exclusively premiere at MagicCon Atlanta from September 26 to 28, 2025. A retail release of these accessories will be available from early October in the USA and expected from Mid-October in Canada and Europe. Starting in 2026, Gamegenic will release a full range of products for upcoming MAGIC: THE GATHERING sets.

“Becoming a partner of MAGIC: THE GATHERING, a cornerstone of our industry, is a powerful recognition of Gamegenic’s commitment to quality, innovation, and design experience we’ve been providing to gamers since 2019.” said Adrian Alonso, founder and Head of Gamegenic. “MAGIC requires excellence, and we can’t wait to offer fans around the world the best accessories they can expect.”

“MAGIC: THE GATHERING is a leader in the trading card game world, and Gamegenic is renowned for creating high-quality accessories for players — this alliance was inevitable,” said Rebecca Shepard, Vice President, Franchise MAGIC: THE GATHERING at Wizards of the Coast. “Together, we’re providing players with premium, accessible accessories designed to protect their decks, enhance every battle, and celebrate the spirit of MAGIC around the globe.”



About Gamegenic

Founded in 2019, Gamegenic embarked on a mission to redefine the landscape of gaming supplies by seamlessly weaving together unparalleled quality, innovation, functionality, and captivating design. Founded by experienced professionals and passionate gamers, each product reflects years of industry know-how. Based in Essen, Germany, Gamegenic operates as part of Asmodee, a testament to its commitment to excellence. Experience the difference!

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Wizards

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and from Hasbro's unparalleled portfolio of thousands of iconic marks.



Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, Atomic Arcade and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or Wizards of the Coast on LinkedIn.

About asmodee

Asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as *CATAN*®, *Ticket to Ride*®, *Dobble/Spot it!*®, *7 Wonders*, and *Exploding Kittens*®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. Asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

For more information, contact

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Image Attachments

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Attachments

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