

## **Dal Negro leader in the production of playing cards chooses Prima Posizione**

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*The international leader in the production of playing cards relies on the Prima Posizione's Web Marketing Services for the online promotion of the new e-commerce portal.*

Dal Negro concepts blend tradition and innovation in the production of cards and games in general.

The beginning...

In 1928 the Dal Negro family took over an Austrian-owned factory of playing cards that had been operating in Treviso since 1756. Throughout the years the artisan production of playing cards was developed by constantly introducing new and appropriate technical solutions.

Core business

Playing cards are Dal Negro's core business. Production includes cards in triplex, international cardboard and PVC for traditional markets and casinos. Furthermore, other cards in PVC acetate are currently being developed.

Chess pieces and boards, backgammons, roulettes, mats, and children's games make Dal Negro a market leader of board games. Dal Negro is a licensee of Walt Disney; it co-operates in distributing Ravensburger and Wizard.

Its future: the web

Dal Negro, thanks to its experience in the sector, has taken the opportunity to make business through the new-economy and to show the company's leadership (also in the web) in the production of:

- \* Gameboards backgammon
- \* Belote cards
- \* Torcello playing cards

The Company relies on Prima Posizione that will implement a program to improve search engine positioning and Web marketing towards the improvement of performances of the new e-commerce portal soon available online.

The Company's purpose, driven by the Web Marketing Agency, is to promote its own products either on the Italian market and on the International one, thanks to highly targeted organic position actions able to improve on one hand the number of visitors on the other the selling of all its products.

This is a sign of great reliance on the web investments that could even be less profitable or not remunerative without the adequate promotion.

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