



NEWS RELEASE

# RRD Investments in Collectibles and Games Fuels Global Growth

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CHICAGO--(BUSINESS WIRE)-- **RRD** has expanded its global capacity and end-to-end capabilities for the production of trading cards and games in North America, Asia and Europe.

Fueled by multi-million dollar capital investments, RRD has increased capacity at key facilities, upgraded and opened design and innovation centers and invested in new equipment and technologies.

With a 37-year legacy in the collectibles industry, the world's most popular and emerging trading card and board game brands rely on RRD as their behind-the-scenes partner to design, print, kit, package, warehouse and fulfill trading cards, games, game pieces, toys, manuals and other collectible items at scale.

"RRD's expansion reflects the growth of the collectibles market and the specialized technology and skills required to produce these products with the highest quality at scale," said Lisa Pruett, President, RRD Integrated Packaging, Labels and Supply Chain. "By investing in advanced manufacturing, innovative design capabilities and a highly skilled workforce, RRD gives brands a single partner capable of bringing complex collectibles and games to market anywhere in the world."

## A Unified Global Infrastructure

RRD is the only United States-based manufacturer with global, end-to-end, in-house capabilities that support the complete product lifecycle. A global network of design innovation hubs and manufacturing facilities spans seven countries across North America, Asia and Europe.

The company's vast North American manufacturing power and expanded Asian and European operations provides

a seamless bridge between design concept, complex production and global retail distribution.

## Protecting the "Chase" Through Security and Innovation

RRD serves a diverse set of brands and products in the collectibles industry, including trading card games, sports, memorabilia and entertainment cards, tabletop games and more.

Specifically for its trading card clients, RRD leverages its technology platform to address some of the industry's greatest challenges of authenticity and scarcity.

- **Rarity integrity:** Using proprietary data systems, RRD manages complex randomization and drop-ratio programming to ensure the mathematical integrity of chase cards.
- **Physical and data security:** From design to distribution, RRD employs a robust prevention, detection and correction security model to protect its clients most sensitive intellectual property.
- **Advanced anti-counterfeiting:** RRD utilizes holographic foils, unique serialization, ink technology and other techniques to protect client intellectual property.
- **Sustainable packaging:** The expansion continues RRD's patented hourglass-shaped paper sleeve, a sustainable alternative to plastic blister packs.

For more information on RRD's collectibles and gaming capabilities, visit [rrd.com/industries/consumer-and-retail/collectibles](https://rrd.com/industries/consumer-and-retail/collectibles).

## About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 92% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

[media.info@rrd.com](mailto:media.info@rrd.com)

312.326.7168

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