

Tagima

COMPANY PROFILE



Tagima

WHO WE ARE

In 86, Seize Tagima began bringing to market instruments crafted with the mindset of someone who listens before they speak: products where quality was the starting point, allowing authenticity and personality to meet and shape, soul and beautiful sound.

In the early 1990s, Brazil underwent a process of trade liberalization, suddenly domestic brands found themselves needing to reinvent quickly or risk losing the stage entirely.

This is where **Ney Nakamura** enters the picture. In 1996, following severe financial turbulence at Tagima, Marutec Music acquired the rights to the brand. Under his leadership, Tagima began to organize itself as an industry, thrive financially, expand its product lines, gain market reach, and grow without abandoning its DNA.

In 2017, the brand officially established Tagima USA, bringing the Brazilian soul into a dedicated North American operation and a few years later is present in more than 20 countries, headquartered in Brazil with offices and factories in the United States and China.

With a global presence, widespread acceptance among musicians, and a place at world-class events such as the Grammy Awards, Lollapalooza, Rock in Rio, and The Town Tagima continues to play the same tune: respect for the musician and for quality preserving its heritage while adding creativity, innovation, and elegance.



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RAISING THE BAR

In 2006, **Márcio Zaganin**, one of the most prominent names in Brazilian lutherie, was invited to lead development and production, turning intention into beautiful sound.

Under his leadership, Tagima underwent a complete transformation: state-of-the-art CNC machinery for millimetric precision, premium hardware from Wilkinson and Seymour Duncan, and signature shapes like the Jet Blues, Rocker, True Range, and Rupture that became instant icons.

But a great artist always leaves their mark, and Zaganin was no different. Signature shapes like the Jet Blues, Rocker, True Range, and Rupture became instant icons that were enhanced with his approach to tonewoods with species like Jatobá, Amburana, Okome, Imbuia

The result? World-class manufacturing excellence with an unmistakably Brazilian soul.



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PORTFOLIO

Together, Ney Nakamura and Márcio Zaganin created the perfect conditions for Tagima to build a truly versatile product portfolio, one that allows any market, anywhere in the world, to find exactly what their customers need.

Entry-Level Excellence: From the timeless appeal of the Antique Series for traditionalists, to the cutting-edge Smart Series featuring Bluetooth connectivity, tone emulation, and proprietary app integration proving that accessibility doesn't mean compromise.

Mid-Level Mastery: Where accessibility meets distinction. The Unique line delivers bold, unmistakable designs. US Assembled blends Brazilian craftsmanship with American finishing. Jazz n' Blues captures the warm, rich voice of hollow body instruments.

Hi-End Performance: Built for the world's biggest stages and most demanding festivals. The Zenith line showcases Indonesian craftsmanship at its finest, while Crafted in Brazil represents our ultimate statement exclusive Brazilian tonewoods, stunning original shapes, and world-class hardware that rival any boutique brand on the planet.

Hi-end \$\$\$	
	
	
Mid-Level \$\$\$	
	
	
	
	
Entry Level \$\$	
	
	



Tagima

MANUFACTURING

- The Tagima plant in Brazil spans over 8,000 square meters and includes a two-story building and a 1,000 m² production facility, with the capacity to manufacture approximately 300 instruments per month.
- Rigorous quality control at every location every instrument, regardless of origin, undergoes the same exacting standards before earning the Tagima name
- Scalability without compromise capacity to serve from boutique orders to large-scale distribution while maintaining quality standards
- Strategic cost positioning competitive pricing across all product lines without sacrificing craftsmanship or components
- State-of-the-art CNC precision combined with traditional hand-finishing technology for consistency, human touch for soul
- Vertical integration in Brazil from wood selection to final setup, complete control of our flagship lines
- Capacity for rapid innovation launching 100+ new models annually, responding quickly to market trends and artist demands



Tagima

WE ARE GLOBAL

- 40 years of expertise and present in more than 20 countries across 5 continents
- Headquartered in Brazil with offices and factories in the United States and China.
- Rapid Central/ North American growth: USA → Canada → Mexico → Costa Rica building a solid distribution network where it matters most.
- South American leadership: Expanding through Colombia, Chile, and beyond dominating the Latin American market
- Asian footprint: From the Philippines to Japan and China proving that Brazilian craftsmanship speaks a universal language
- Presence at global trade shows: MusikMesse (Frankfurt), Sound: Check Xpo (Mexico), Music China (Shanghai) and NAMM Show (California) where the world's top brands compete

