

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.



Tagima

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.



Tagima

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



Tagima

COMPETTIVE ADVANTAGE

- Nearly 40 years of expertise, present in 20+ countries worldwide
- #1 guitar brand in Brazil, trusted by the nation's most iconic musicians
- Headquartered in Brazil with operations in the USA and China
- Own manufacturing facility in Brazil with robust production capacity
- 100+ new instruments launched annually, constant innovation, endless possibilities
- Proprietary designs and exclusive combinations that set our products apart from the competition
- 100+ endorsed artists performing on stages worldwide
- Dedicated International Key Account Management and Full International Marketing Support



Tagima

ARTIST ROSTER

Musicians are the reason Tagima exists. We design for them. We innovate for them. We obsess over every detail because their art demands nothing less.

That's why we've assembled a world-class roster of artists who don't just play our instruments they push them to the limit, test them in the most demanding environments, and validate that every Tagima leaving our factory is stage-ready and studio-worthy.

But here's what truly defines the Tagima Artist Family: we have no prejudice when it comes to sound, style, or genre.

Rock, jazz, blues, samba, gospel, metal, MPB, sertanejo, funk, if you're committed to your craft, dedicated to your audience, and serious about your sound, you belong here. We don't care about trends or commercial formulas. We care about artistry, work ethic, passion, and integrity.

100+ endorsed artists around the world. Every genre. Every stage. One commitment: uncompromising quality.





TDT
The best of
MUSIC
&
EXPO

Tagima

TDT MUSIC & EXPO

- The event starts in 2005 as a simple, but meaningful tribute of that impressive team of artists that Tagima, so name couldn't be other than **Tagima Dream Team**
- In 2009, the **TDT** opened its doors to commercial partners, transforming the celebration into a small trade show that created real opportunities for companies to strengthen relationships with dealers and achieve solid commercial results.
- Lots of companies became interested in participating, and by 2019, TDT had surpassed the capacity of smaller venues, leading to its relocation to the countryside of São Paulo, where it was hosted at one of Brazil's most prestigious resorts.
- In 2025, TDT once again introduced a new concept with the launch of TDT Music & Expo. As interest expanded beyond the industry to include end consumers, the event evolved to embrace both audiences. **To celebrate its 20th anniversary**, TDT Music & Expo, in its first edition, opened its doors to more than 5,000 music enthusiasts, who not only experienced a wide range of high-quality equipment but also enjoyed a vibrant live music festival featuring multiple bands.
- Now, TDT Music & Expo, much like the NAMM Show, has become a benchmark for both the B2B and B2C music markets: a platform where brands need to be to grow, and where people want to be to experience music and cutting-edge equipment.



Tagima

PARTNERSHIP MODEL

Every Tagima partner receives a comprehensive support package that goes far beyond product supply. From day one, we work with you to ensure a successful market entry and sustained sell-through performance.

- Types of partnership available (exclusive distributor by country/region, authorized retailer, and e-commerce partner)
- Initial minimum order quantity (MOQ)
- Payment terms and Incoterms
- Optimized lead times and logistics flexibility producing closer to key markets means faster delivery and reduced shipping costs
- Marketing support offered (POS materials, digital assets, co-branding)
- International warranty and after-sales policy



Tagima

Tagima sees the future as a continuous opportunity for reinvention. With a strong presence in Brazil and in key international markets, the brand is investing in expanding its digital ecosystem and other initiatives that connect product, service, and community.

International expansion will be further strengthened through the consolidation of Tagima USA and growth in other countries across Latin America, Asia, and Europe. Investment in technology, both in instruments and distribution channels, will be a priority to meet the demands of an increasingly discerning and connected audience.

Tagima reinforces its role not only as an instrument manufacturer, but as a creator of stories, dreams, and musical experiences.

Tagima

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