



MY TREASURE

LEGO

BUSINESS

CARDS

by Stefano Debreri

Let me introduce myself. My name is Stefano Debreri, I'm 50 years old and from Rome.

I work in a bank – hence my nickname, Bankerbrick – I am a LEGO collector and builder.

I've always been enthusiastic about Danish bricks, and only after a long "dark age" did I start collecting and building again in 2020.

2020, from a LEGO perspective, was crucial for me... I set foot in BILLUND – the LEGO House – for the first time during COVID. There, I received my first business card from STUART HARRIS, and it was love at first sight.

The desire to learn more about this very unique object, characteristic of many Lego employees, immediately captivated me and set me on the hunt for other business cards.

Many came from meeting LEGO employees directly, others through connections or exchanges. Eventually, the first display was born, then the second, and so on, until I reached a "monster" display case containing 208 of the 250 total.

I found and collected, searched and bought, and before I knew it, mine had become the largest collection in Italy and one of the largest in Europe.

I'm proud to share it and present it in exhibitions under the BRICKOUT banner—the Italian LUG to which I belong.

Then, one day in September, I received a message, and before I knew it, I was on the Wall Street Journal page covering the economic/collecting phenomenon of LEGO BUSINESS CARDS.

The collection of 250 employees represents the entire board and top management, from KKK to all the CEOs who succeeded them, to the CFO, to the LAN manager, to the President of LEGO Italy, including factory directors and other employees.

Sometimes, when I clean the display case, I feel like I'm holding the world in my hands. Reading the names, I jump from one country to another, and above all, I wonder what that employee did.

Many are Danish, but then you find the German, the American, the Spanish, the Indian, the one from Bali Padda—the only non-Danish CEO—the Spanish, and even the only Italian.

The beautiful and funny thing is that each of us has always received a paper business card of this kind... which then ends up in the most disparate places until they get lost somewhere, but this one

enters into your heart, becoming a personal object, a TREASURE to be treasured, admired, and shown off.

A constantly evolving collection, but at a slow pace and with a few more difficulties, given that three years ago LEGO banned the distribution of Business Cards as a company policy.

The myth of these minifigures has become legendary because no one knows how many were produced and to whom they were given. There's an unofficial catalog of about 600 pieces with different names, but it is unrecognized, and LEGO doesn't release any data about it.

There are Duplo Business Cards too.

There are several collections around the world. Mine stands at 250 and, as mentioned, is currently the largest in Italy.

The torsos are mostly white, and the prints are pad-printed. This used to be synonymous with safety and certainty of origin; today, counterfeiters are increasingly expert, and therefore, some well-made fakes exist.

The next target is 300, then we'll see.