
Bicycle Red Legacy Masters - Pokerdeck

USPCC BETTER, BUT SOMEHOW THE SAME

Ellusionist has revived the famed Red Bicycle Masters that we know and love

There's something comforting about familiarity. We use the same toothpaste every day, eat the same meals each week and drive the same brand of car for up to a decade. Some live by the rule "If it ain't broke, don't fix it."

This goes further, as magicians, many of us use the same Bicycle Rider Back deck for all of our magic. **We refuse to change.**

However, that brings in a new problem. ***If we never make a change, how can we experience something better?***

That's where the **Bicycle Legacy Masters** come in.

In 2009, Ellusionist debuted a new stock from USPCC on the traditional 'Bicycle Rider Back' design. It was better but still looked the same... We called them **MASTERS**.

The design was indistinguishable from a standard Bicycle Rider deck, **but the feel - *oh the feel was to die for.*** As we write this now, the sweet smell of nostalgia is filling the air. We remember the exact 'crack' as the tuck case was rushed open to get at those cards... *Some of us only put them down to eat or visit the bathroom.*

Back then, our goal was sustainability, not feel. ***Today, the new Bicycle Legacy Masters achieves both.***

These cards are like a finely aged wine. You'd never know by just looking it at, it looks the same as any other bottle - or in this example, a standard \$3 Costco deck, but in both cases, ***it's all in the experience.***

The all-American stock is crushed to perfection. The process increases density. Same fibres, just compacted. This gives a thin, but durable card stock for die-hards and workers. *You'll quit before the deck does.*

Each tuck is lovingly updated with a proud American eagle and metallic gold-ink accents to hint at its premium pedigree. While the faces are improved, they've been specifically designed to have minimal changes... for good reason.

Initially, big changes make a big difference, but as the number of changes goes up, the effectiveness of those changes is decreased. We've focussed on ***only the important things***. Inside-tuck printing is out, embossing is out. Those aren't the things that matter in a deck like this and they add the most cost. **A front-line deck benefits the most from feel**, so that's exactly where we put our attention.

Legacy Masters are the same Red Rider Back deck you know and love, but better.

Get your Bicycle Legacy Masters TODAY.