

# Cialfir Group Enters the U.S. Market Under the Strategic Guidance of Martín Guijarro

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BOCA RATON, FL, UNITED STATES, February 24, 2026 /EINPresswire.com/ -- The Spanish multinational [Cialfir Group](#), owner of the iconic pyrotechnics brand [La Traca](#), has officially set its sights on North America. In a move that signals a bold new chapter in its corporate history, the group has initiated its expansion process into the United States, leveraging the strategic expertise of [Marmagania LLC](#), a Florida-based consultancy led by industry veteran Martín Guijarro Paz.

The American market, characterized by fierce competition, a complex multi-state regulatory structure, and stringent compliance requirements, represents one of the most significant challenges for any European company in the pyrotechnics sector. Recognizing these barriers to entry, Cialfir has opted for a phased, highly planned implementation strategy under local leadership. The group has entrusted the direction of this project to a profile that combines deep historical knowledge of the sector with a permanent, high-level operational presence in the United States.



El empresario Martin Guijarro Paz en la sede de Margamagnia



Martin Guijarro en su despacho de Boca Raton.



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*Anthony Vance*

#### A Strategic Bridge in Florida

The alliance between Cialfir and Martín Guijarro is not the result of chance, nor is it a temporary partnership. It is the culmination of decades of collaboration and shared success in the European market. The group’s co-CEOs, brothers Jaume Brau and Jordi Brau, identified Guijarro as the essential "on-the-ground" strategic partner capable of bridging the gap between the European business model and American corporate reality.

“There is no one better than Martín—who has been a leader in this sector since the 1980s and now resides in

Florida—to offer us a realistic and accurate roadmap for entering this market,” stated Jaume Brau.

Operating from Boca Raton, Marmagania LLC has designed a roadmap based on a hybrid deployment strategy. The first pillar involves introducing high-value-added products into big-box retailers and mass distribution chains. The second pillar focuses on the progressive roll-out of a specialized physical retail network, meticulously adapted to the U.S. legal framework and American consumer behavior.

#### World-Patented Innovation: The DUO Sparklers

The flagship of this commercial offensive is the U.S. launch of DUO Sparklers, a product protected by a global patent that aims to redefine the domestic celebration and event segment. Conceived for a broad audience, this innovation prioritizes safety, ease of use, and a superior visual experience—critical factors for success in the North American marketplace.

Under Guijarro’s direct coordination, Cialfir is currently in advanced negotiations to introduce DUO Sparklers into major supermarket chains and specialized retail groups across the country. This high-volume sales channel demands rigorous standards in logistics, packaging, certification, and marketing—all of which Marmagania LLC manages directly from its Florida hub, acting as the project's nerve center.

#### Retail Expansion and Spanish "Know-How"

Beyond wholesale distribution, Cialfir’s blueprint includes an ambitious development of the retail channel. The group is evaluating the opening of specialized stores under prestigious brands such as La Traca, Piro Hiper, or Pirotecnia Espinos, replicating the successful Spanish model with the necessary regional adaptations.

Martín Guijarro is currently leading the market research, regulatory analysis, and strategic site selection processes across various states. His prior experience managing networks that exceeded 300 points of sale in Spain provides a decisive competitive advantage when evaluating scalability, profitability, and growth rates in an environment as diverse as the U.S. market.

A Legacy of Transformation To understand the value Guijarro brings, one must look at his trajectory. It began in 1981 in Mataró (Barcelona), at a time when pyrotechnics were a largely informal trade. With a vision far ahead of his time, Guijarro realized that success depended on absolute professionalization. By founding Petardos CM, he introduced disruptive innovations that are now standards in specialized retail: from visual catalogs and high-end window dressing to massive advertising campaigns.

His ability to anticipate industrial shifts also positioned him as a digital vanguard. Long before the e-commerce boom, Guijarro implemented digital sales platforms in a traditionally analog industry, professionalizing national logistics and user experience. This technological mindset allowed him to scale business models with historic efficiency. Under his strategic direction between 2006 and 2008, he led a meteoric expansion, growing a commercial network from 26 to 100 establishments in record time.

Later, with the launch of PETAR2M.COM, he democratized access to the sector through an elite franchise model, operating successfully until his strategic divestment in 2016.

#### The Value of On-the-Ground Advisory

For European companies, the inherent risks of "crossing the pond" are significantly mitigated by a figure who combines historical industry expertise, a command of the digital landscape, and a permanent physical presence in the United States. Guijarro's ability to translate European success into the American context—from brick-and-mortar retail to e-commerce—positions Marmagania LLC as the premier consultancy for the internationalization of the pyrotechnics sector.

With this movement, Martín Guijarro not only reaffirms his status as one of the great visionaries of the pyrotechnics business but also solidifies a broader mission: transforming Spanish entrepreneurial talent into a sustainable, competitive global project, with the United States as its new axis of growth.

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MARTIN GUIJARRO PAZ

MARMAGANIA LLC

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