

**PROEL** 

On and On

COMPANY PROFILE

# On and On

A quarter century of musicians' products. Over 25 years **we have achieved many milestones:** from just three employees to over a hundred; from a few accessories to **thousands of products** for all applications; from product re-seller to four development **research laboratories**; from a single sales channel to a **global market**.

I was  
born  
to  
love  
you

*Queen*



# Proel is

For 25 years we have designed, produced, and distributed **audio, video, and lighting** systems for the world of live entertainment and **fixed installations**, not forgetting the finest **musical instruments and accessories**.





# Into the world

Always in tune with the markets for those who make music, our goal is **to be where we are needed to innovate.**

This is why we are present, with our joint ventures in **Europe, Asia and Africa,**  
and through our many ambassadors – our **valued distributors** – in more than **120 countries worldwide.**

# around the world

- Sant'Omero (Italy)
- Acquaviva Picena (Italy)
- London (United Kingdom)
- Tunisi (Tunisia)
- Abu Dhabi (Emirates)
- Seoul (North Korea)
- Kuala Lumpur (Malaysia)

# Mission

Our aim is **to make available to everyone** the best tools and the best audio, video and lighting solutions with which to accomplish their dreams.  
And we do this with a harmonised portfolio of products segmented by specialised market, and able to offer **added value** to all:  
consumers, business partners, employees and shareholders.

don't  
stop  
the  
music



*Lionel Richie*



# The Proel Value

Proel's business model is based on the **creation of added value** on an **international scale** and arranged to support the entire production through to distribution business chain: market analysis, research and development, **product design**, production, marketing and communications, and ultimately sales and distribution.

To support all these activities, we have developed an **integrated supply chain** and an **advanced IT system** that implements all the processes.

A photograph of a sailboat's deck and mast against a sunset sky over the ocean. The sun is low on the horizon, creating a warm, golden glow across the sky and water. The sailboat's mast and rigging are visible on the left side of the frame.

Over  
the  
horizon

# Listening to the market

Through careful **listening and analysis**, we always strive to monitor and anticipate the needs and socio-behavioural trends of our customers, and this is our foundation for the **development** of new products.

Many opinion leaders and an internal marketing and export structure are the keys to the understanding of the market.


# Listen up



# Design-Research-Development

Reaching the ideal **balance** of **performance**, **functionality**, **reliability** and **design** is fundamental to what we do, coupled with the ability to **quickly** respond to market trends. In pursuit of this goal we have four R&D laboratories and 30 employees in many parts of Italy constantly engaged on this front.

Among these is **Proel Lab**, the new 25,000 square metre **Creative Hub of the Group** in Acquaviva Picena, Marche.



Go ahead  
and break  
my heart



# made, made, made in Italy

The **Italian spirit** is not only **the origin and the beating heart of Proel** but is also in our approach to everything we do, born out of **love for beauty and design**, attention to detail, and natural enthusiasm.

That's why our products are **MADE, MADE, MADE IN ITALY**: a seal of quality that guarantees the **conception, design**, and **high-tech Italian manufacturing**.





# Marketing & Communications

We **analyse the market**, we monitor user socio-behavioral trends,  
we identify the best **promotional communications tools**.

Today our market split can be expressed as approximately 45% business to business and 55% end user.



## Express yourself



# Distribution

An ever more effective tendency for growth in export market share  
and a strong network of **650 customers**, dealers, rental companies, and systems integrators in **120 countries worldwide**.

# on the road again

- 
- 2 North America
  - 15 South America
  - 40 West Europe
  - 23 East Europe
  - 17 Far East & Oceania
  - 23 Middle East & Africa



# Logistics hub

Our ongoing commitment to support and provide innovative products for the live music industry: a **19,500** square metre logistics structure with **automated handling processes, picking, packaging, tracking, and Kanban** in Sant'Omero, Abruzzo; strict **goods-in and goods-out quality control** with an average annual movement of **850 containers**; stock management of **260,000** parcels, **12,000** pallets and **6,000** products, all integrated with customers and suppliers.





# Production

Proel can now boast a new production site, Proel Lab spa, established with 25 employees and an energetic programme of new model and production concepts at its 25,000 square metre facility in Acquaviva, Marche.

Our ability to incorporate and roam between several different manufacturing methodologies such as **lean production**, mass production, or customer order, ensures a **high degree of organizational flexibility** and offers Proel and its related trademark brands (Dexibell, Axiom and Sagitter) the opportunity of an **impeccable 'Made in Italy' stamp of quality**.



You make  
my dreams  
come true



# The power of simplicity

In 2012 Proel went live with an implementation of **SAP ERP**: a major **IT investment** to modernise, simplify and standardise business processes. The systems are upgraded continuously thanks to **business intelligence** software, document management and replacement. All this is protected by security systems, business continuity, and disaster recovery on site and in the cloud.

Calvin Harris

# Under control



# THE BRANDS

From humble beginnings supplying only musician's accessories, **Proel** has expanded its offerings to include products for professional audio, sound systems, professional lighting and public address.

**Dexibell** expresses the most advanced part of digital technologies with the creation of sounds for digital pianos.

**Axiom** is the synthesis of years of experience in the development of professional loudspeaker systems for large spaces or events.

**Sagitter** is the expression of creativity in the world of professional lighting. **Tamburo** has defined the history of percussion.

# We are family

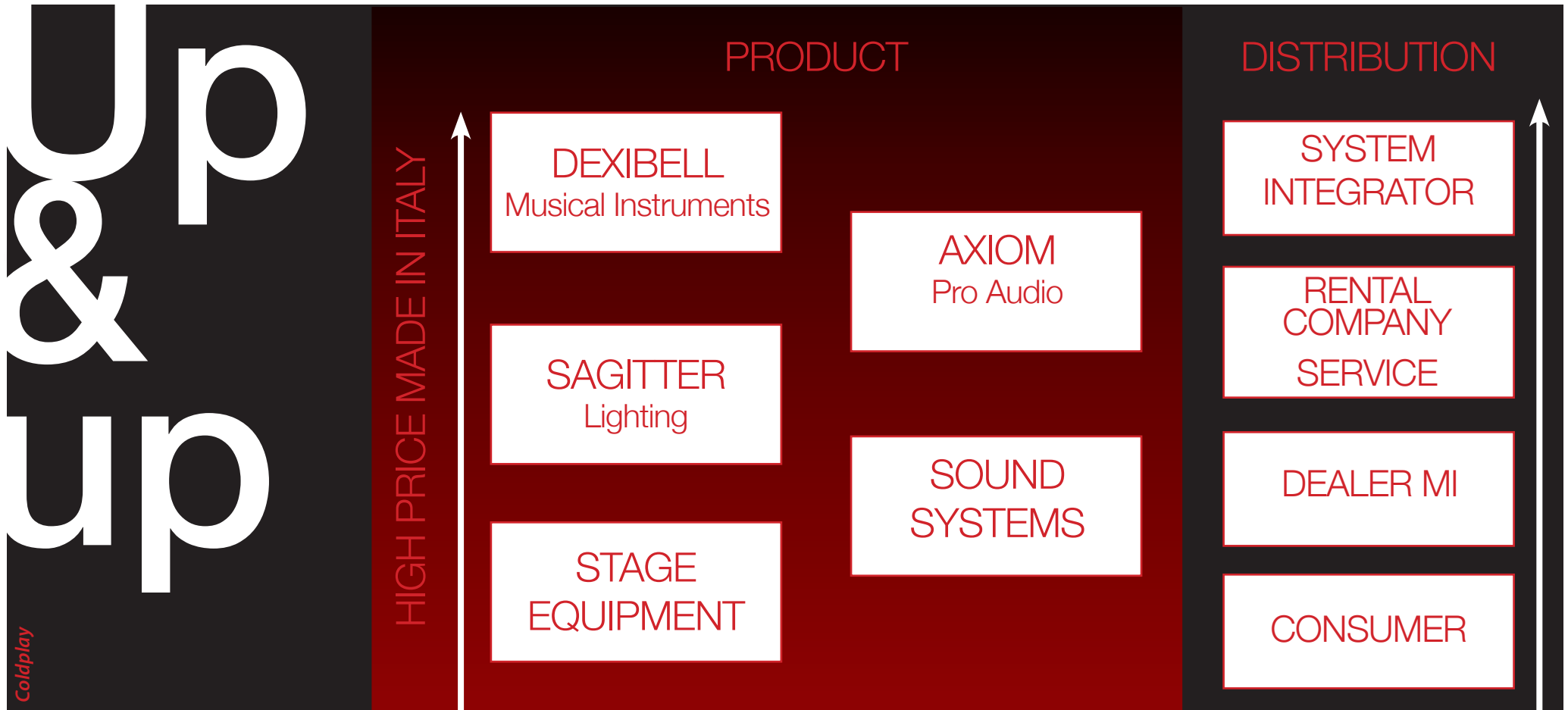
**PROEL** 



DEXIBELL

# THE MARKET SCENARIO

Based on our **experience** and knowledge and **consumer studies**, the creation of dedicated Proel family product brands has served to cater for the needs of customers in **specific market sectors** – in AUDIO, LIGHTING, VIDEO, and MUSICAL INSTRUMENTS – identifying **five different business areas**. On one hand, market segmentation is by product and brand, from good to best. On the other hand the market has also been segmented according to the distribution type from consumer to professional.



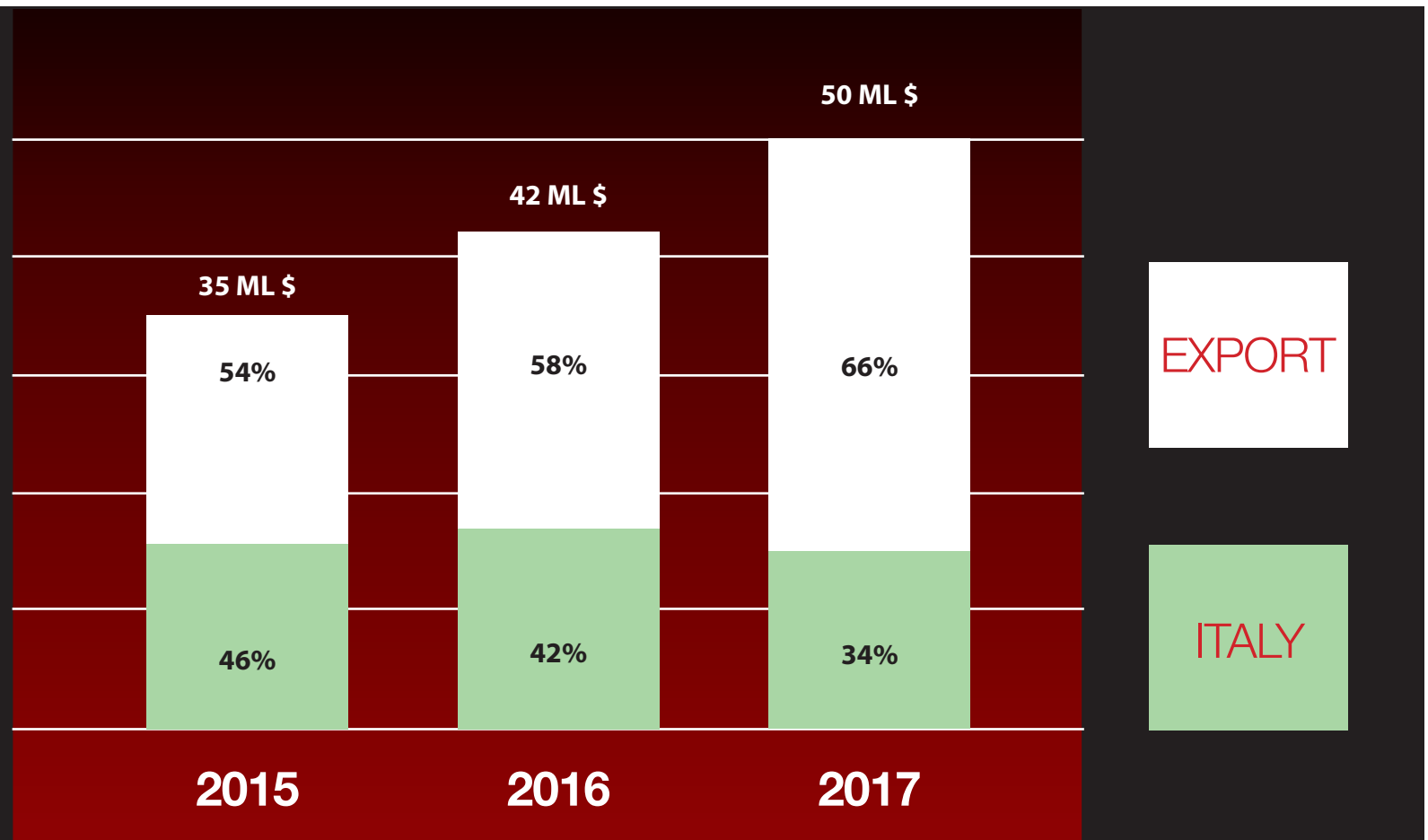
# MAIN GROWTH'S FACTOR

Over the last 25 years Proel's sustained growth has come about through:

• **Increasing market penetration** by product lines • **Diversification** of distribution channels • **Opening new markets** • Continuous new product **development**.

In several markets, competition is represented by local manufacturers, but especially by international players located in the US, JAPAN and the UK.

Up  
we  
go





# On and On

We care for the **environment**, overseeing our production processes and not wasting resources.  
We care about **people**, guaranteeing the rights of all, everywhere.

# Take care

