

**PROEL** 

On and On  
On and On

COMPANY  
PROFILE

In over **29** years in the music market we have achieved many milestones:

From just **3** employees to over a **100**

From a few accessories to **thousands** of products for all applications

From product re-seller to **4** development research laboratories

From a single sales channel to a **global market**





# OUR VISION

We believe in **MUSIC** and in its unique ability to inspire, to bring people together and to get straight to everyone's heart, beyond any language, culture or ethnic barrier.

We believe in **ARTISTIC EXPRESSION** in all its forms, especially when it gives life to **SHOWS** and **LIVE PERFORMANCES** able to bring together, involve and excite people.

We believe in **TECHNOLOGY** as a strategic resource to simplify life, facilitate communication and enhance performances. A vibrant technology, “warmed up” by what we call **HUMAN TOUCH**.





# 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 **100** countries worldwide.

**Sant'Omero** (*Italy*)

**Acquaviva Picena** (*Italy*)

**Avignon** (*France*)

**London** (*United Kingdom*)

**Tunisi** (*Tunisia*)

**Los Angeles** (*USA*)

**Seoul** (*South Korea*)

**Kuala Lumpur** (*Malaysia*)



# OUR MISSION

We design, with the best available technologies, **AUDIO AND LIGHTING SYSTEMS, MUSICAL INSTRUMENTS** and dedicated **ACCESSORIES** to allow the maximum expression of everyone's talent.

Everyday we strive to offer a **COMPLETE RANGE OF PRODUCTS AND SOLUTIONS** able to satisfy every kind of need.





# THE PROEL VALUE

Creating added value means to support the entire business chain from production to distribution: **market analysis, research and development, production, marketing and communications**, and finally **sales and distribution**. To support all these activities, we have developed an integrated **supply chain** and an advanced IT system to manage all the processes.



# KEY COMPANY VALUES

## BEAUTY & INNOVATION

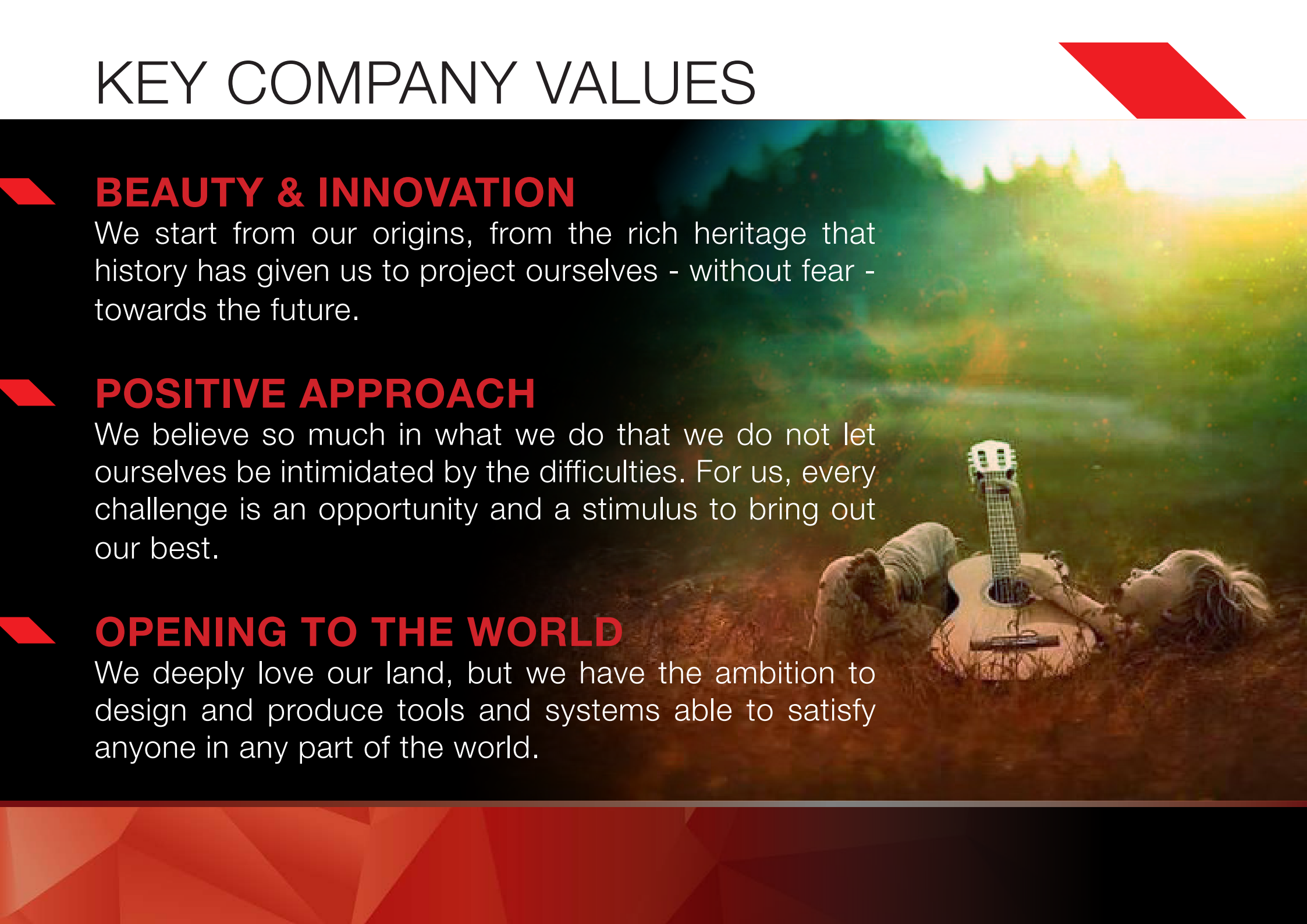
We start from our origins, from the rich heritage that history has given us to project ourselves - without fear - towards the future.

## POSITIVE APPROACH

We believe so much in what we do that we do not let ourselves be intimidated by the difficulties. For us, every challenge is an opportunity and a stimulus to bring out our best.

## OPENING TO THE WORLD

We deeply love our land, but we have the ambition to design and produce tools and systems able to satisfy anyone in any part of the world.





# KEY VALUES referring to CUSTOMERS

## INSPIRING PEOPLE

We love to be forerunners. Not following the paths already beaten, but tracing them. Our aim is to inspire people and markets, discovering new horizons of possibilities.

## EMPATHY

Before acting, we like to listen, identifying ourselves with the wishes and needs of our customers. To satisfy them. And most of the time, to anticipate them.

## RELIABILITY

We want to be increasingly recognized as a brand to rely on. This is why we are careful, meticulous and we look after every aspect: from research and development to attention to quality; from the care of every details to the pre and post sales support.





# KEY VALUES referring to PEOPLE

PASSION LED US HERE

## **PASSION**

It is what pushes our actions. And what makes us getting up every morning, seeing the beauty before every effort. It means not only to use dedication and intelligence. But also our heart.

## **TEAM PLAY**

In respect of each person's uniqueness, our goal is to make every employee feel part of Proel. In fact, teams are essential to provide the best solutions in complex situations.

## **RESPONSIBILITY**

For us responsibility means to be personally responsible for our work. To take on daily problems and to solve them, avoiding procrastinations or passing the buck.

# 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.

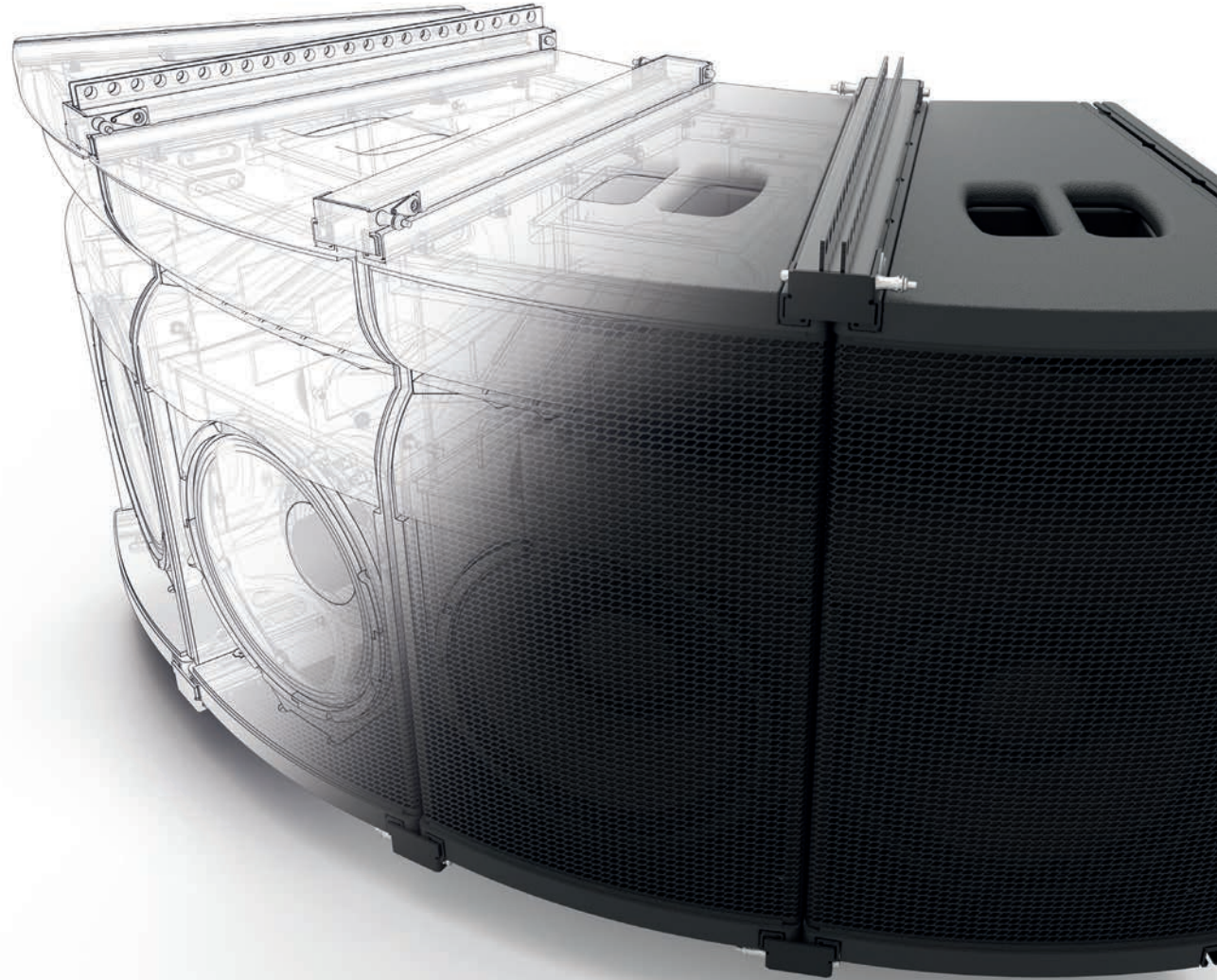




# DESIGN-RESEARCH-DEVELOPMENT

Reaching the ideal balance of **performance**, **functionality**, **reliability** and **design** is fundamental to what we do.

In pursuit of this goal we have **4 R&D laboratories** constantly engaged on this front, including **Proel Lab**, the new Creative Hub of the Group in Acquaviva Picena, Marche.



# 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** tool.



# DISTRIBUTION

An ever more effective tendency for growth in export market share and a strong network of **650** distributors, customers, dealers, rental companies, and systems integrators in more than **100** countries worldwide.

- 2** North America
- 16** South America
- 36** West Europe
- 18** East Europe
- 14** Far East & Oceania
- 18** Middle East & Africa





# LOGISTICS HUB

A **15.000** square metres **logistics structure** with automated handling processes, picking, packaging, tracking, and kan-ban. Strict goods-in and goods-out quality controls.

**850** containers

**260.000** parcels

**12.000** pallets

**6.000** products





# PRODUCTION

Proel boasts **2 production facilities** for a total of **25.000** sqm. Our ability to range over different manufacturing methodologies, such as lean production, mass production or production to order, ensures a **high degree** of **flexibility** and gives to Proel and its related trademark brands (Dexibell, Axiom, Sagitter and Commercial Audio) the opportunity to offer an impeccable '**Made in Italy**' seal of quality.





# THE POWER OF SIMPLICITY

Proel uses **SAP ERP** system: 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.

SIMPLICITY  
IS THE KEY TO  
BRILLIANCE



# THE BRANDS

**PROEL** 

The Proel Brand includes **Stage Equipment**,  
**Sound Systems** and **Commercial Audio**.





# THE BRANDS

## DEXIBELL

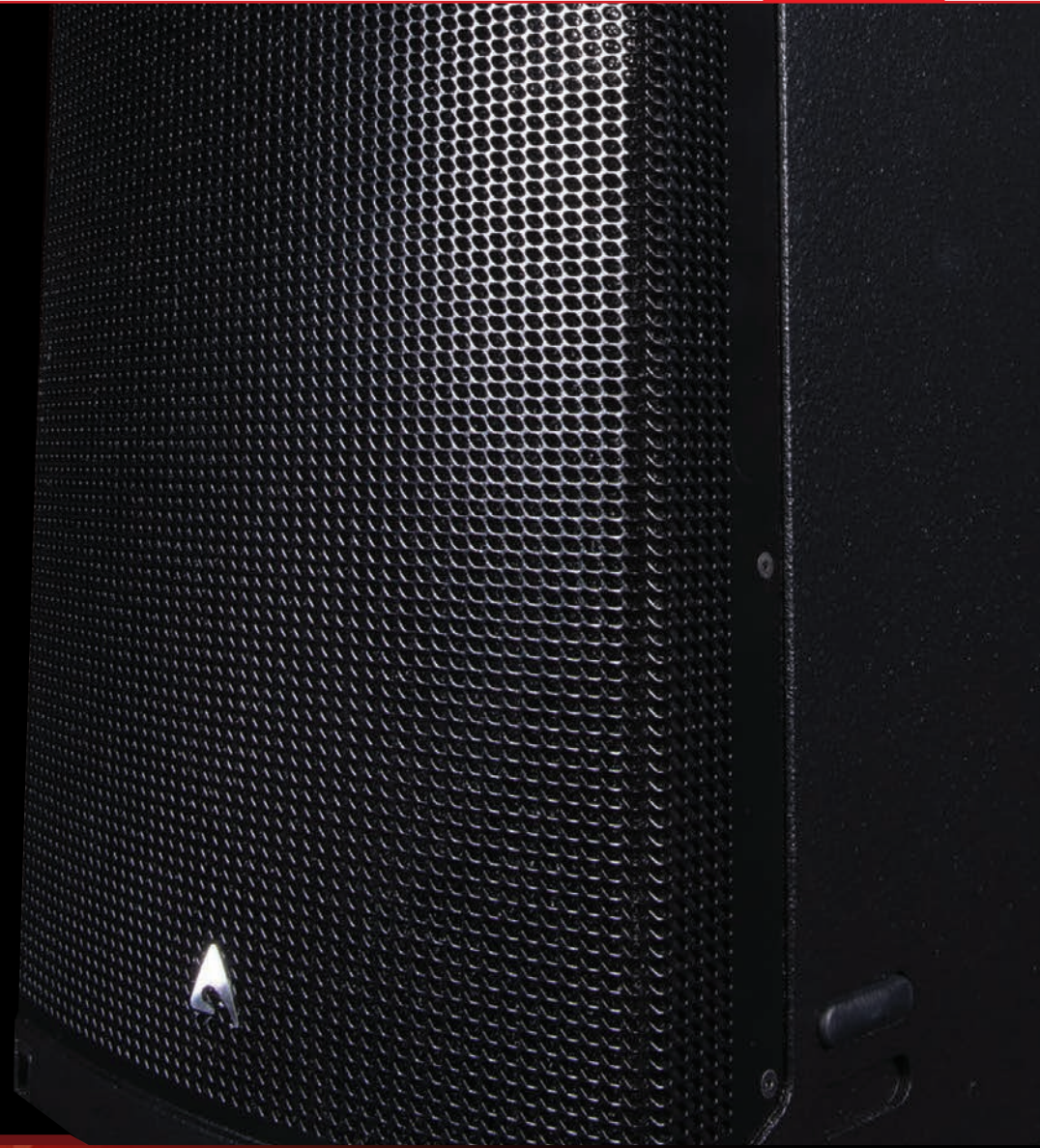
Dexibell expresses the most advanced part of digital technologies with the creation of **keyboard instruments**.



# THE BRANDS



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





# THE BRANDS



Sagitter is the expression of creativity in the world of professional **lighting**.



# THE BRANDS



Tamburo has defined the history of **drums**.





# THE BRANDS

# EIKON

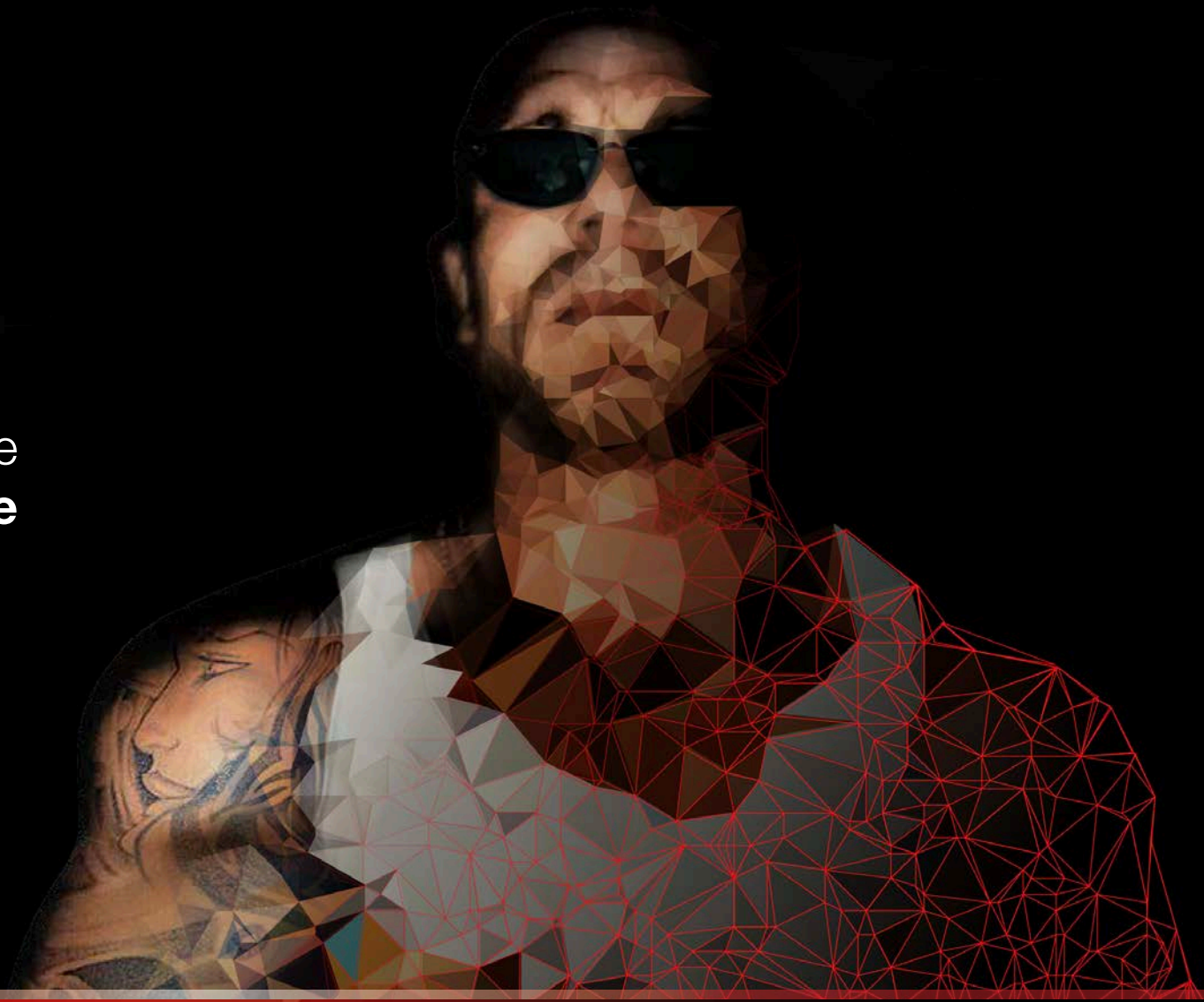
EIKON is our **microphones**  
top brand.



# THE BRANDS



DH represents the reference  
for the professional **Stage  
Equipment**.





# THE BRANDS



Grassi is synonymous with **wind instruments**, the result of craftsmanship and a constant search for quality.



# MAIN GROWTH'S FACTOR

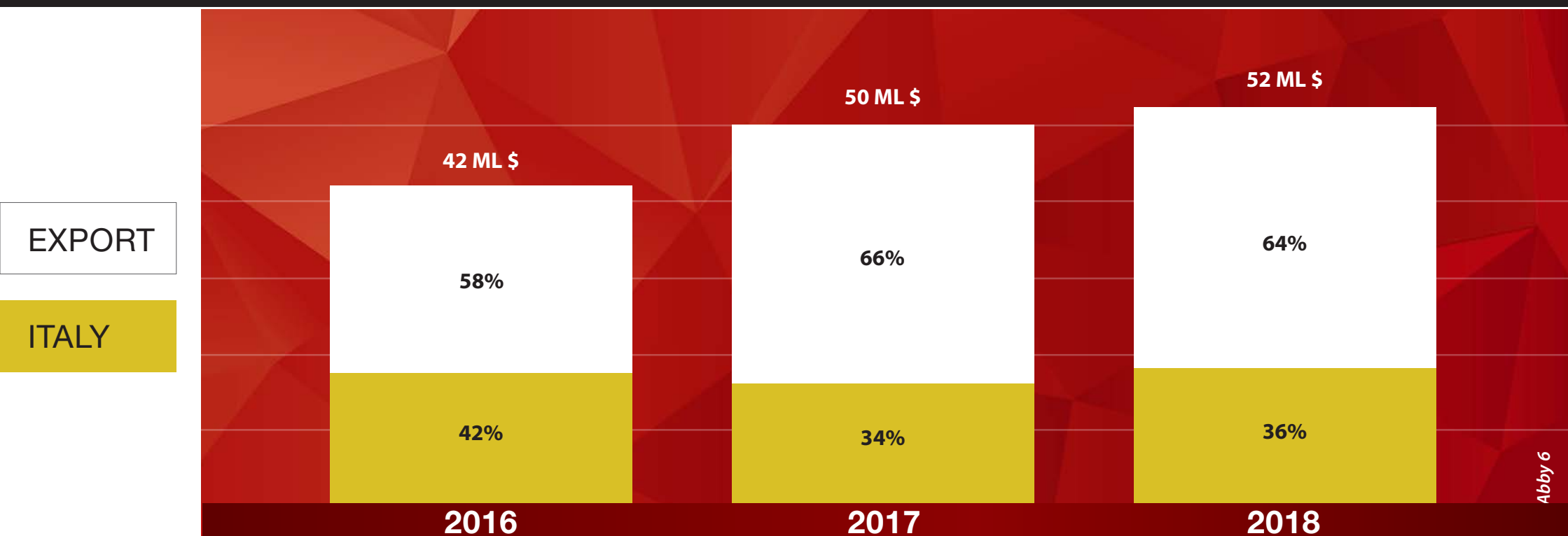
Proel's main growth factors are:

**INCREASING MARKET PENETRATION** by product lines

**DIVERSIFICATION** of distribution channels

**OPENING NEW MARKETS**

Continuous new product **DEVELOPMENT.**





# OUR MOTTO

A large, glowing neon sign in the shape of the words "ON and ON" is mounted on a dark, textured brick wall. The "ON" words are in a bold, sans-serif font, while the "and" is in a cursive script. The neon is a bright orange-red color. The background of the slide is dark with a red geometric pattern at the bottom.

ON  
and  
ON

***On and On.***

**Forward with no fear..**

Tirelessly.

And without taking  
any step back.

Proel's **courage** and **determination**  
are in these three words.



**PROEL** 

[www.proel.com](http://www.proel.com)