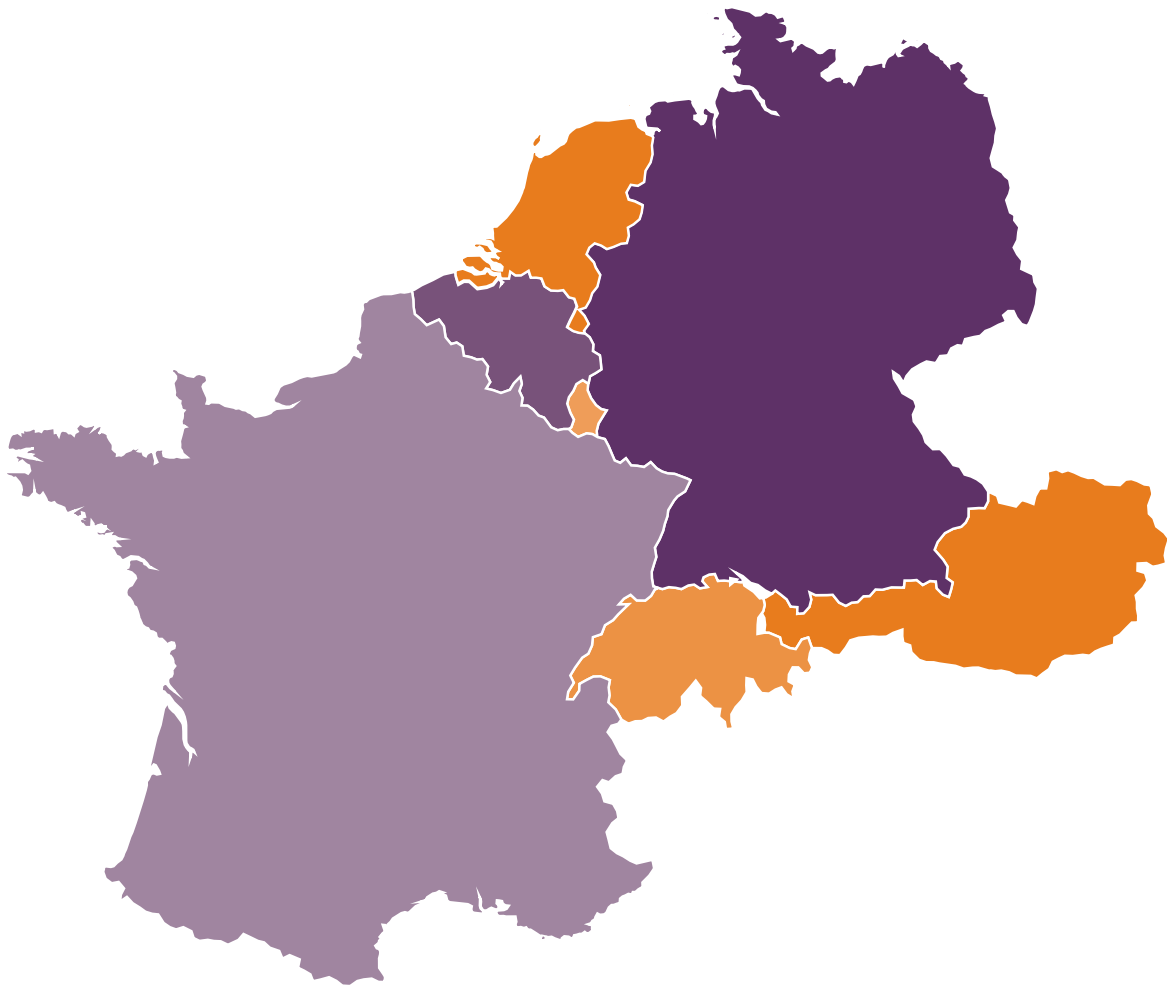




EXPERIENCED PARTNERS IN DISTRIBUTING YOUR PRODUCTS IN

Germany, Austria, Switzerland, Belgium, Luxembourg, France, Netherlands



► **EXPAND INTO EUROPE**

www.
sonic-
sales.eu

CONCEPT

sonic sales is one of the biggest Distribution / Agency companies for actively selling, representing and promoting Pro Audio and MI brands in Mid Europe with over 30 years of experience.

Today we operate from our newly built office/warehouse which is located in the heart of Europe, in Steinhagen, Germany.

We have a vast customer base of retailers and very good contacts to the European MI, CE and education market in general. Our focused markets are Germany, France, Austria, Benelux and Switzerland. In these countries we are travelling proactively to the stores with passionate sales agents to establish your brand at the shops.

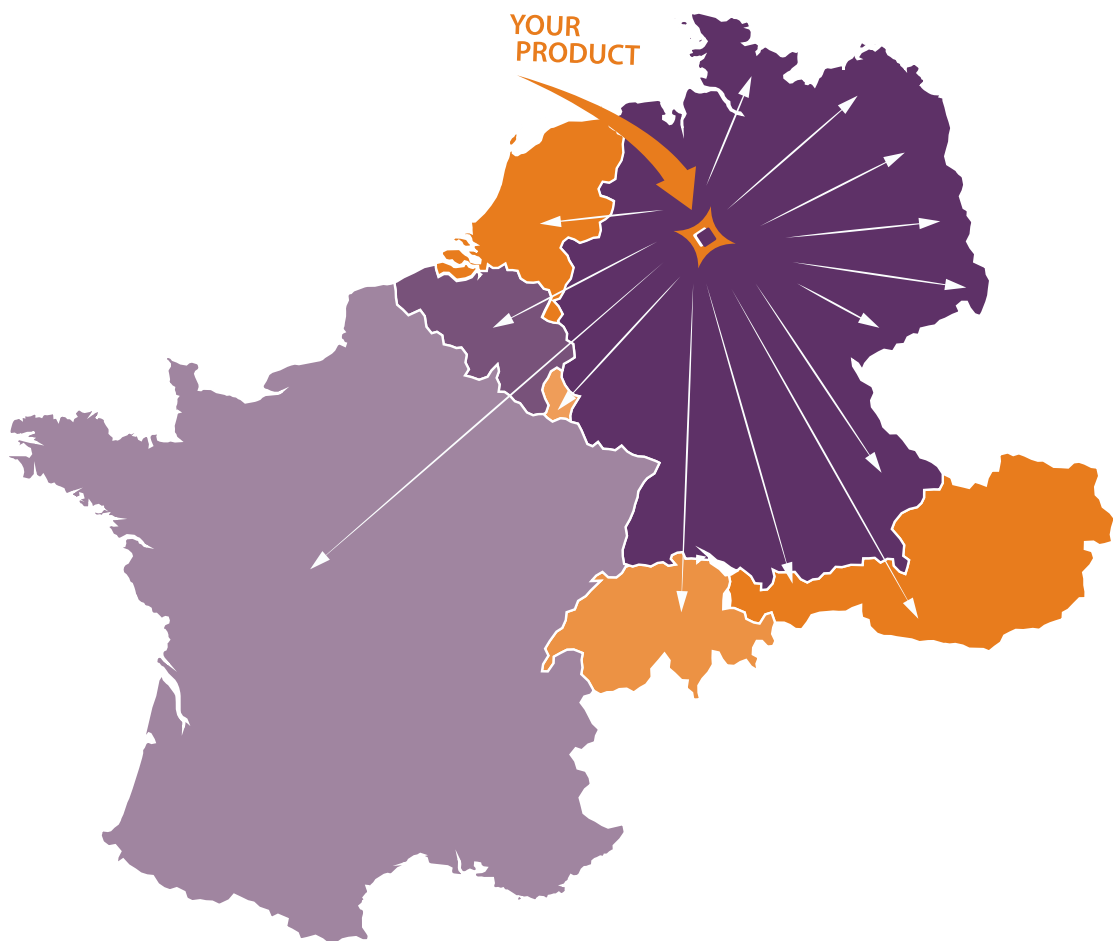
Our sales agents are musicians and sound engineers themselves with broad product knowledge which provides an outstanding basis to your brand in the market to optimize sales.

We also manage local marketing for the brands we represent remarkably successful (reviews, ads, blogs, content management, public relations i.e.) to attract consumers to build up your brand and generate sales.

After sales and customer satisfaction is one of the main requirements to sustainably establish a highly competitive brand on the market. That is why we have an outstanding service repair center to handle return cases for any kind of audio and musical instrument hardware – professionally, fast and uncomplicated.

CONCEPT

We buy your product and offer it to the music and consumer electronics retailers in Germany, Austria, Switzerland, Belgium, Luxembourg, France and Netherlands. With our modern warehouse and outstanding infrastructure in our area, we offer the best requirements to represent and manage your brand.



- ▶ We present your products to retailers by sales reps to PUSH your product into the market
- ▶ We bring your product to specialist magazines, social media, online blogs, forums and youtubers for publicity to PULL end user's to your products
- ▶ We share your marketing material at the Point of Sales and support you in developing a brand presence in Europe

PRODUCT LINES

We offer three distinct product lines. ‘**Musical electronics**’ products, ‘**Consumer electronics**’ products and ‘**Education**’. This classification helps us to find the right channel for your products, where we build strong and enduring relationships with the retailers and ensure satisfied end consumers.



MUSICAL ELECTRONICS

- innovative concepts
 - high quality products
 - upmarket prices
- ▶ **DISTRIBUTION TO
MUSIC RETAIL SHOPS**



CONSUMER ELECTRONICS

- easy handling of the products
 - standard quality products
 - lower prices
 - collab with [AMAVEN](#)
- ▶ **DISTRIBUTION TO
CONSUMER ELECTRONICS
RETAILER'S AND AMAZON**



EDUCATION

- project business
- ▶ **DISTRIBUTION TO
INSTITUTIONS, SCHOOLS,
UNIVERSITIES AND
BROADCAST FACILITIES**

PARTNERS (EXTRACT)

SOFTWARE

 Ableton


Reason Studios



STUDIO, RECORDING & DJ



The Audient logo, featuring a black swoosh above the word "audient" in a lowercase, italicized sans-serif font.



The Nektar logo, consisting of a red rectangle with the word "nektar" in white, lowercase, sans-serif font.

The Warm Audio logo, featuring the word "WARM" in a large, bold, orange sans-serif font, with "AUDIO" in a smaller, black sans-serif font below it.

SYNTHESIZER



The Polyend logo, consisting of a black circle with a white stylized "P" inside, followed by the word "Polyend" in a bold, black sans-serif font.

teenage
engineering

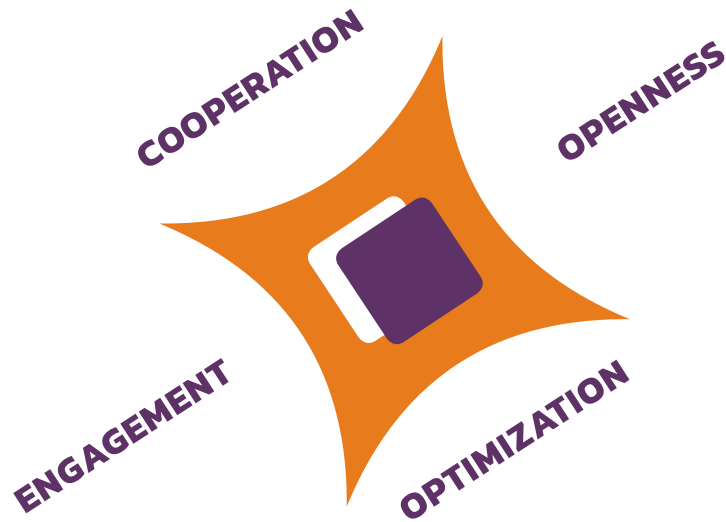
GUITAR

The Aclam Guitars logo, featuring the word "aclam" in a green, lowercase sans-serif font, followed by "GUITARS" in a bold, black sans-serif font, and "PRODUCT DESIGN BARCELONA" in a smaller font below it.

The Crazy Tube Circuits logo, featuring a stylized black and white graphic of a tube or circuit, followed by the text "crazy tube circuits" in a lowercase, black sans-serif font.

The Singular Sound logo, featuring a stylized black and white graphic of a sound wave or speaker, followed by the text "SINGULAR SOUND" in a bold, black sans-serif font.

PHILOSOPHY



COOPERATION We emphasize our mutual realization of our targets. This includes continuous communication with our partners where we define the organizational steps towards growth.

OPENNESS We are interested in every kind of innovative products and we are open to novel ideas.

ENGAGEMENT We do all that is necessary to increase the sales of your product.

OPTIMIZATION Our maxim is to be the best distributor you can get.

TEAM



Matthias Herbst
MANAGING DIRECTOR



Pratheep Kumarasamy
OPERATIONS



Steve Baltes
SALES / PRODUCT



Sven Pritzlaff
SALES SUPPORT / MARKETING



Benoit Florée
SALES



Emanuel Zwicker
SALES



Lionel Singh
SALES



Nina Einfalt
ACCOUNTING



Michael Henzelmann
LOGISTICS



Andre Hönle
LOGISTICS



Domenik Romeo
LOGISTICS



Marc Uesbeck
SERVICE



Michail Demidov
IT



Franziska Feldmann
DESIGN

CONTACT

You are welcome to contact us at any time and in any case.
We are looking forward to get in contact with you.



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