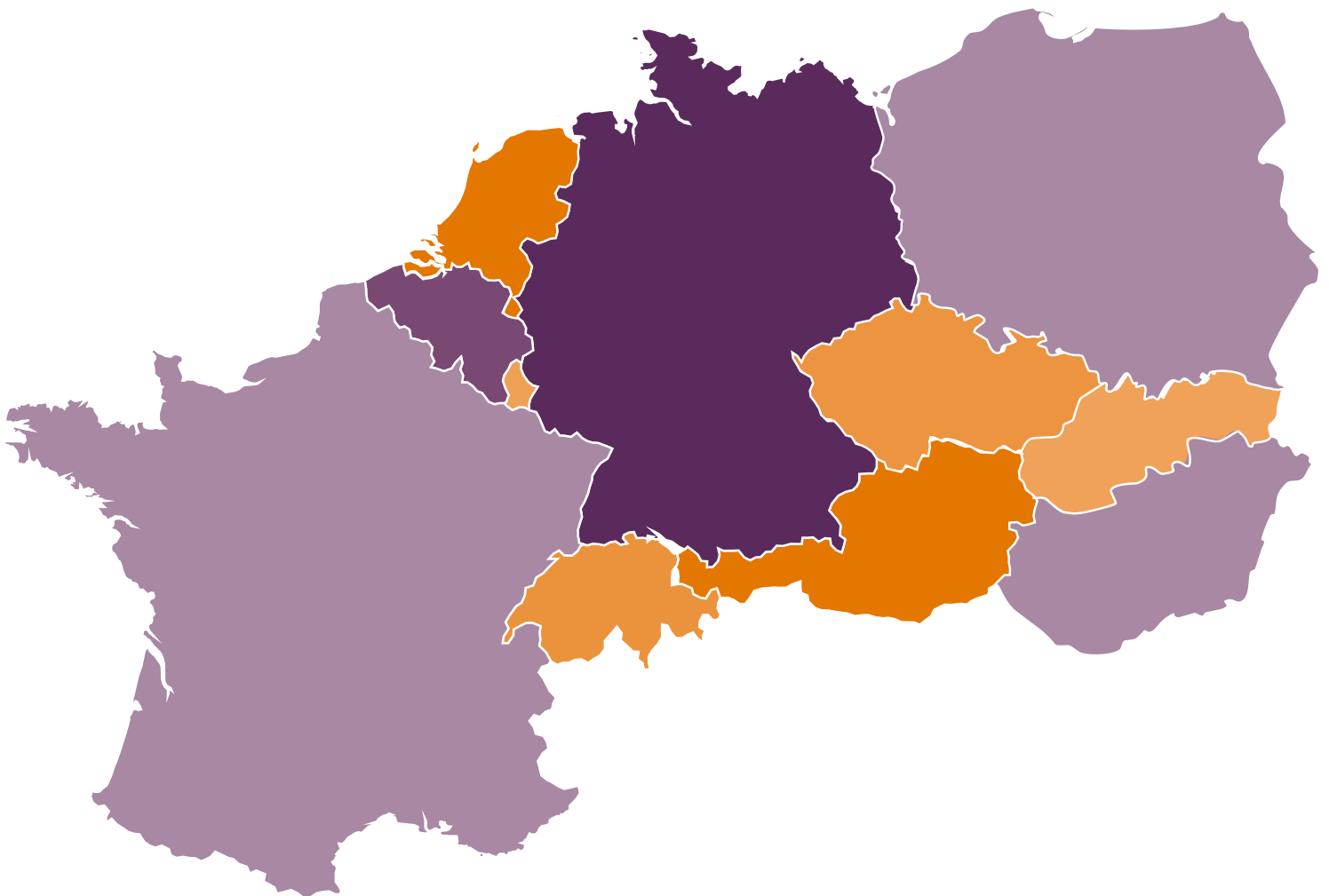




## **EXPERIENCED PARTNERS IN DISTRIBUTING YOUR PRODUCTS IN**

Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg,  
France, Poland, Czech Republic, Slovakia, Hungary



► **EXPAND INTO EUROPE**

www.  
sonic-  
sales.de

**sonic sales** is one of the biggest distribution companies actively selling, representing, and promoting Pro Audio and MI brands in Central Europe with over 30 years of experience.

Today we operate from our new facilities, located in Steinhagen, Germany. Centrally located we reach all of Europe within 24 hours with our logistics.

We have a broad customer base of retailers and excellent contacts to the European MI, CE, and education market.

Our focus markets are Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg, France, Poland, Czech Republic, Slovakia and Hungary. In these countries we travel proactively to the stores with sales agents trained to establish your brand at the shops. This way we secure premium in-store placements through our highly trained sales people and relationships.

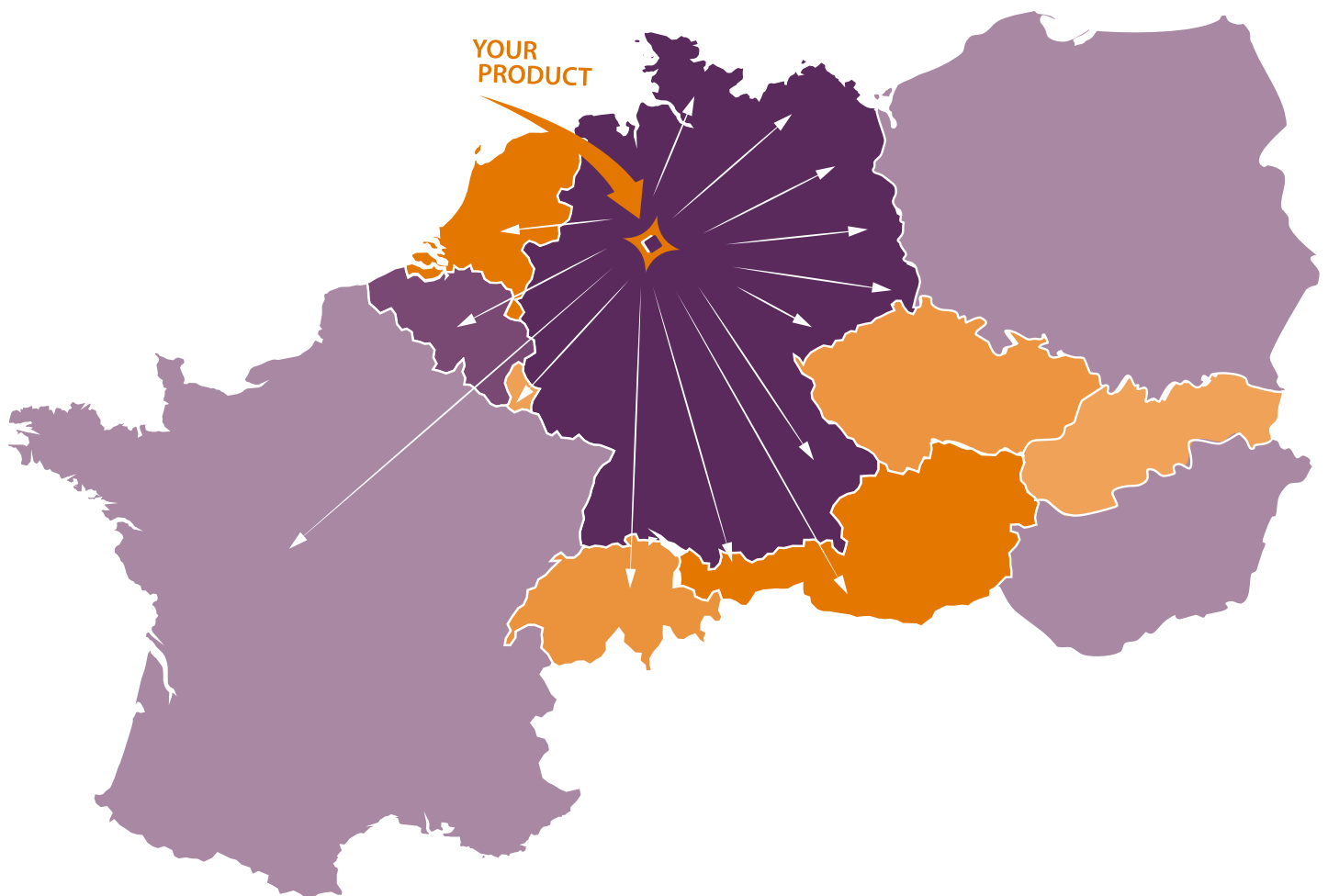
Our sales agents are musicians and sound engineers themselves with broad product knowledge which provides an outstanding basis to your brand in the market to optimize sales.

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**



**STUDIO, RECORDING & DJ**



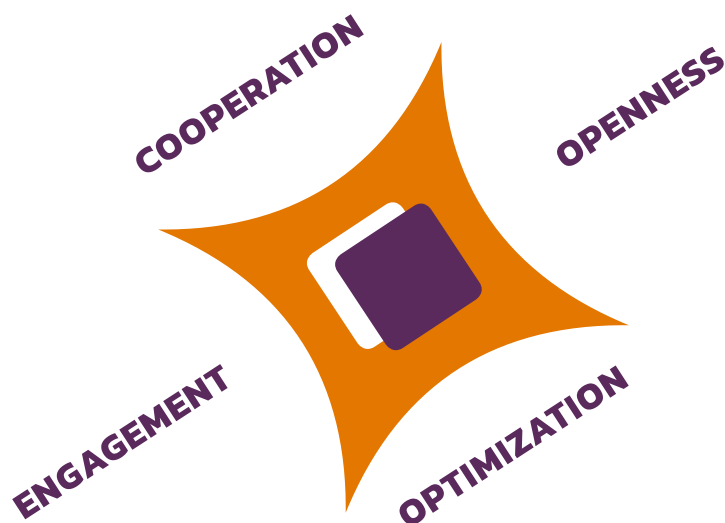
**SYNTHESIZER**



**GUITAR**



## 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/MARKETING



**Steve Baltes**  
SALES / PRODUCT



**Thomas Guzy**  
SALES / PRODUCT



**Sven Pritzlaff**  
SALES OPERATIONS



**Lionel Singh**  
SALES



**Eric Pascal**  
SALES



**Luc Chatelain**  
PRODUCT/MARKETING



**Nina Einfalt**  
ACCOUNTING



**Ariane Kopp**  
ACCOUNTING



**Michael Henzelmann**  
LOGISTICS



**Andre Hönle**  
LOGISTICS



**Tobias Amelung**  
LOGISTICS



**Laszlo Takacs**  
LOGISTICS



**Marc Uesbeck**  
SERVICE



**Michail Demidov**  
IT

## 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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