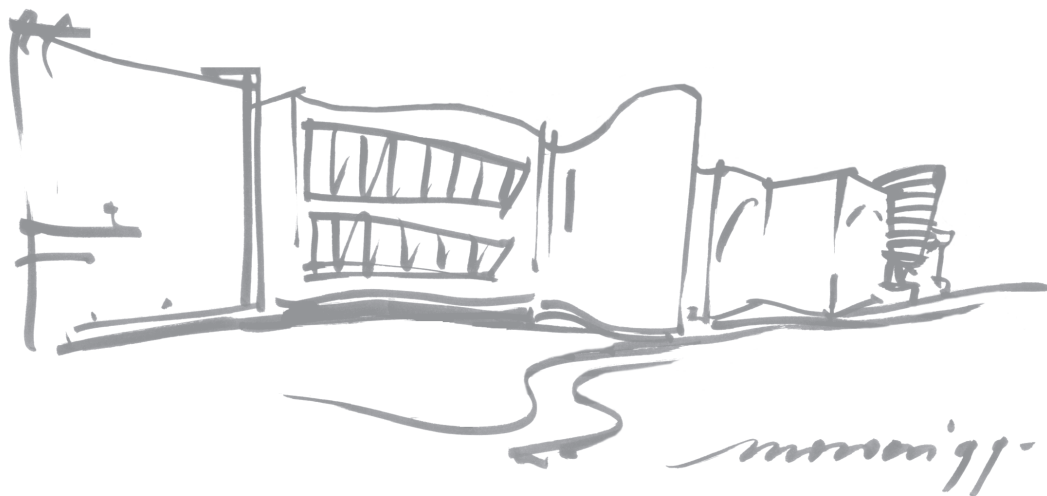


**PROEL**   
TECHNOLOGY as art



PROEL  GROUP



*The PROEL brand represents quality and innovation.*

*PROEL Group is a leading global company in the design, manufacture and distribution of audio and lighting products in the fields of events and installations.*

*Founded in Sant' Omero Italy in 1991, by Fabrizio Sorbi, the current Group President. Over the years, the company has experienced rapid growth and development.*

*PPROEL Group distributes its' products to over 120 countries worldwide with a staff of over 200 and global sales in excess of 60 million dollars.*

*With the motto 'TECHNOLOGY as ART' and the unmistakable red rhomboid, Proel is a symbol of Italian style and design excellence.*

*A passion for technology and innovation is demonstrated by the intense activity in our Research and Development centers in Cattolica and Sant'Omero and by the number of advanced new products we deliver every year.*

# PROEL GROUP COMPANY

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**PROEL**   
TECHNOLOGY as ART

PROEL SPA  
FOUNDED: 1991  
HEADQUARTER: Sant'Omero (TE - Italy)

---

**PROEL**   
UNITED KINGDOM

PROEL U.K.  
FOUNDED: 1992  
HEADQUARTER: London (U.K.)

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**PROEL**   
a m e r i c a

PROEL AMERICA  
FOUNDED: 2008  
HEADQUARTER: Los Angeles (CA - U.S.A.)

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**PROEL**   
K O R E A

PROEL KOREA  
FOUNDED: 2000  
HEADQUARTER: Seoul (South Korea)

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# PROEL GROUP COMPANY

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## **PROEL SpA**

The parent company based in Sant' Omero Italy. A leader in the design, manufacture and worldwide distribution of professional audio and lighting systems for the world of entertainment, special events and fixed installations.

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## **PROEL U.k.**

Located in London managing distribution, marketing, support and service for all PROEL products in the UK market.

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## **PROEL AMERICA LLC**

Located in California managing distribution, marketing, support and service for all PROEL products in the US market.

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## **PROEL KOREA**

Located in Seoul managing distribution, marketing, support and service for all PROEL products in the Korean market.

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# PROEL GROUP BRAND



Percussion



String Instruments



Guitars



Brass instruments



Professional Lighting



Stage Equipment



# RESEARCH AND DEVELOPMENT

Proel pay particular attention to Research and Development activities focusing on 2 particular characteristics:

- \* Product Innovation – expanding product ranges, optimizing performance
- \* Process Innovation - optimization of technology and innovation in production and testing

The R and D activities are located in 2 key centres

- \* Cattolica (Rn) Italy
- \* Sant'Omero (TE) Italy

Both centres are equipped with the latest sophisticated test and measurement equipment.

Managing an intense development activity with the help of technology partners and Universities specializing in advanced research techniques.

RESEARCH AND DEVELOPMENT



# NEW LOGISTICS CENTRE

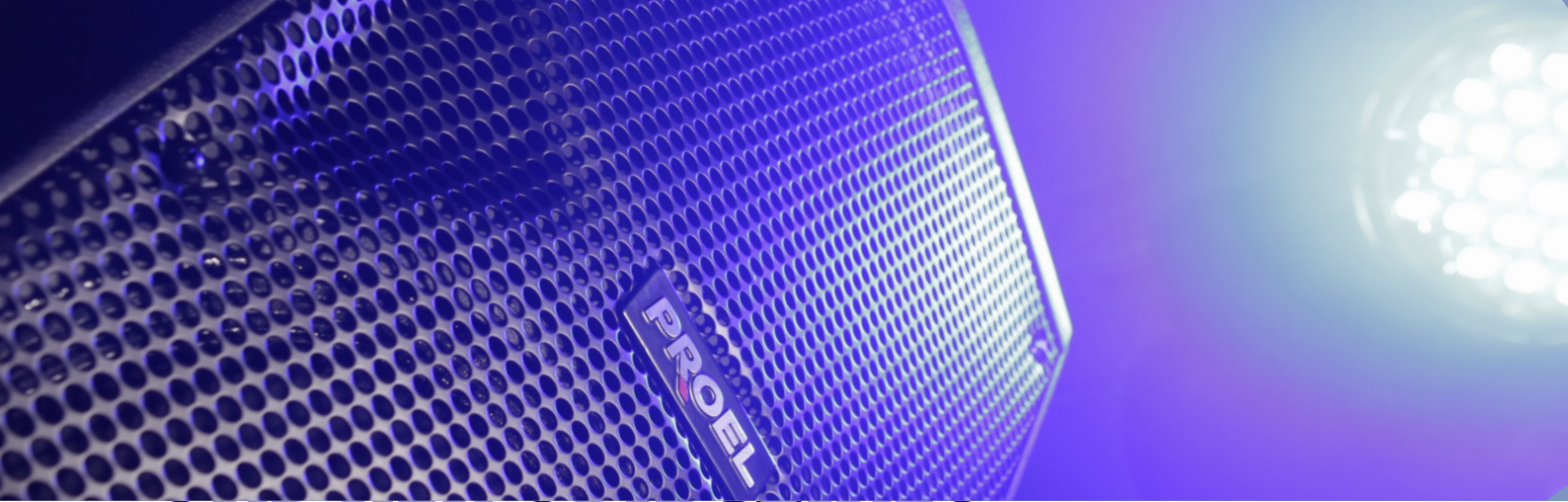
Located adjacent to the Proel Headquarters, the new 13,500 sq metre logistics facility carries over 14,000 product SKU's.

Managed with a new advanced Demand Planning Management software system and shipping and procurement procedures.

The advantages of the new facility provide a simplified distribution flow, single operator increased flexibility and capacity for faster response to customers.

NEW LOGISTICS CENTRE





# OUR KEY OBJECTIVES

- ✧ Maximum and constant focus on QUALITY and INNOVATION.
- ✧ Continued investment in RESEARCH and DEVELOPMENT through our R and D centers and with collaboration from our technology partners and University programs.
- ✧ Development of our EXPORT DISTRIBUTION NETWORK
- ✧ Differentiate Proel in the Market by offering class leading PRE AND POST SALES SERVICE utilizing the very latest systems and processes.
- ✧ Development of a complete OFFERING ENCOMPASSING; PRODUCTS, SERVICE AND BRAND, supported by the Group structure.

OUR KEY OBJECTIVES



# SPECIAL EVENTS

## STAGE EQUIPMENT

- \* Metal Systems
- \* Assembled, Bulb Cables & Connectors
- \* Audio Systems
- \* Electric Distribution
- \* Cases, Bags & Straps

## SOUND REINFORCEMENT

- \* Touring
- \* Sound Systems

## LIGHTING & TRUSSING

- \* Lighting
- \* Trussing
- \* Lighting LED

## MUSICAL INSTRUMENTS

- \* Owned brands



# FIXED INSTALLATIONS

Hardware & Accessories

PUBLIC ADDRESS division provides solutions for the design and installation of audio, video and lighting for all types of fixed installation.

The strength of the PA division is in the ability to offer full design and technical installation support.

S E C T O R S



# EXAMPLES OF PROEL PROJECTS

Bogota Cathedral

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Led Zeppelin Concert London

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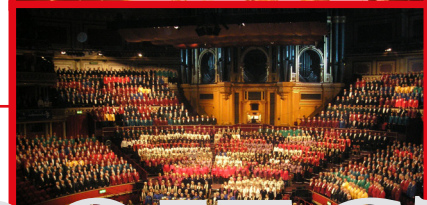
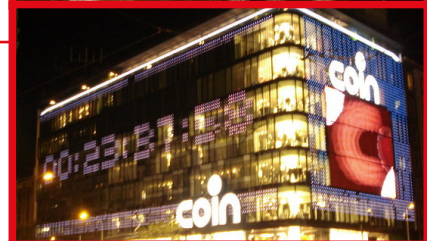
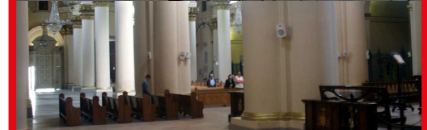
San Remo Festival Italy

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Guns and Roses Concert Argentina

Royal Albert Hall London

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# PLANTING PROJECTS



PROEL

## OUR STORY in brief

1991

Proel founded.

Production started with Accessories and Audio products.

1992

Proel International founded in London.

Launch of Professional cable product line.

1994

Proel move to new facility.

1997

Start up of production and distribution of Sound systems products.

1998

Start up of production and distribution of Tamburo percussion. Extension of production facilities 4000 sq M. ISO9002 certification.

2000

Proel Korea founded.

Entry into Lighting sector.

2001

Proel to new facility 10,500 sq M.

2002

Start up of Musical Products division focused on distribution of third party imported brands.

2004

Creation of PA business unit to address fixed installation market for EVAC and BGM systems.

2005

Set-up of Proel Asia logistics hub in Futian China.

OUR STORY



PROEL

## OUR STORY in brief

2007

Acquisition of Turbosound.  
Acquisition of Eurosell, VideoRental and Eurovideo (Video companies based in Italy).

2008

Start up of Proel America with integrated logistics, sales and service facility.  
New Proel Logistics centre opened in Sant Omero (13,500 Sq M)  
Acquisition of Sagitter lighting brand.

2009

Appointed Exclusive distributor for Beyer Dynamic and Turbosound in Italy.  
Start up of Proel Group Professional to service Tour sound and Broadcast markets in Italy.

2010

Appointed Exclusive distributor for Line 6 products in Italy.

2011

Appointed Exclusive distributor for Behringer products in Italy.  
Proel America move to expanded facility in California.

OUR STORY





# responsability

**EDUCATION AND ATTENTION TO ENVIRONMENTAL FACTORS ARE A  
KEY PART OF OUR POLICIES**



**PROEL**   
responsability





## **EDUCATION AND ATTENTION TO ENVIRONMENTAL FACTORS ARE A KEY PART OF OUR POLICIES**

*Our commitment does not end with the mere pursuit of profit – we aim to improve the quality of life in several key respects.*

*With specific emphasis on two particular areas: education and the environment*

*In terms of products we emphasize that our products and services are absolutely “child labour free”. We also sponsor distance adoption agencies to assist in the support and upbringing of ‘less fortunate’ children.*

*From the environmental point of view, we are constantly striving to find more and more ways to use “eco friendly” sourcing and production methods.*







Working to provide sound, light and music for special events, we must have a respect for art and beauty as well as education. Hence we not only have a policy against Child labour, but we go further in support of under privileged children by sponsoring adoption for 20 children in a Kindergarten in Brazil. We take care for the cost of education and well being for these children.





# PROEL for japan

In the city of Ishinomaki in Japan an earthquake and tsunami on 11th March 2011 hit hard: the city lived on a thriving fish and marine industry. It will take many years to rebuild this city. But already now, every little support and initiative is appreciated. To support this Proel agreed to be the technical partner to arrange and support a series of musical concerts and events providing Italian music to the displaced residents at refugees 'stations'. Responsibility and more...



**PROEL**  
**for japan**

18 agosto 2011

gentile responsabile della ditta  
Proel.

mille grazie per il vostro  
aiuto prezioso!

grazie per Marine, Guye,  
Francesco e Sergio per la  
musica bellissima e profonda.

con amicizia

Wakako Saito

**Proel**



**感謝**

**"Ringraziamento"**

**mille grazie  
per la vostra amicizia bellissima e  
per il vostro aiuto grandissimo.**

**agosto, 2011**

Sendai. Nakamori Shiro  
(仙台 中森 政郎)

Acta Juvenile Training School for Girls, Sendai, JPN  
名取 遠藤達男  
倉部 英樹 (Kurashige Hiroki)

磯城坂下、南島 (Izumi) 大石 良彦  
**Amici di Sendai, Natori, Ishinomaki e  
Tsuruoka, Giappone**





The attention for the environment and development of sustainability are key policies for Proel. A commitment on this front is not only a duty but it means we start thinking about the results of all of our actions on the planet. Aware that major changes come from small but concrete actions!

