



# COMPANY PROFILE

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# About us

Audio Effetti is a company specialising in the distribution of Video, Audio, Lighting and Special Effects for the entertainment business as well as installations in corporate, retail and educational environments.

Founded in 2001, Audio Effetti has grown over time thanks to a constant search for cutting-edge technologies and strategic partnerships with some of the most prestigious international brands.

**70+**

**DISTRIBUTED  
BRANDS**

**15k**

**PRODUCTS IN  
CATALOGUE**

**20+**

**SALES  
REPRESENTATIVES**



**technologies  
for the entertainment  
industry.**

# Our mission



Helping our customers realise unique projects with high quality products is our goal. We achieve this through a careful selection of our brands, an extensive sales network, a team of specialists with years of experience in the industry, and an after-sales service that is unique in Italy.

***Marco Medica, CEO of Audio Effetti***



# A reliable partner

Audio Effetti is an ever-evolving company, recognised by financial institutions for its solidity and excellent ratings.

**Guaranteed reliability:** we offer favourable payment conditions for our customers and pay our suppliers timely.

**Shared success:** we increase our suppliers' market shares, exceeding sales expectations.

**Innovation and creativity:** we develop innovative strategies and solutions to maximise the value of products.



3,1

€ MILLION IN

2015

16,7

€ MILLION IN

2023

# The distributor of choice

Our catalogue of innovative products meets the needs of system integrators, service providers, design studios and retailers.

## Application segments



### SHOW AND ENTERTAINMENT

Provision of advanced technology for **concerts, live events, theatres, and shows.**



### AUDIOVISUAL PRODUCTIONS

Technical solutions for **television, film studios and theatres.**



### ARCHITECTURAL INSTALLATIONS

Integrated systems for **permanent and temporary installations**, for both indoor and outdoor spaces.



### CORPORATE EVENTS

Audio, video and lighting solutions for **conferences, exhibitions and corporate presentations.**

# Product portfolio



**VIDEO**



**PROFESSIONAL AND HOME AUDIO**



**LIGHTING**



**SPECIAL EFFECTS**



**STRUCTURES AND ACCESSORIES**



# 8,000 active customers



# Our services



## MIEIORDINI B2B PLATFORM

The B2B platform MieioOrdini allows our customers to **consult the product catalogue, check availability and price in real time**, resulting in total control of order management and an optimisation of both time and resources.



## ITALY'S LARGEST WAREHOUSE

Our new 1,500 m<sup>2</sup> warehouse allows us to have a **large volume of products readily available**, ensuring efficiency and **fast delivery** even for products of foreign brands.



## PAYMENT METHODS

The variety of payment methods we accept ensures a **hassle-free shopping experience**. **Customised payment methods** can be agreed with our sales staff.



## PROJECT ASSISTANCE

We are at disposal to **analyse the customer's specific needs** and **identify the optimal solution**, thus ensuring maximum success for each project.



## INSTALLATION ASSISTANCE

Our skilled technicians can advise on the correct installation methods to **ensure optimal operation** of the customer's application.



## AFTER-SALES TECHNICAL ASSISTANCE

We are at the customer's side with our team of technicians for any **warranty or out-of-warranty needs**, both at our headquarters and at authorised technical assistance centres **throughout Italy**.



## LED WALL CALIBRATION

Technical support is available to calibrate and **optimise LED systems** and achieve 100 per cent quality from installations.



## TRAINING COURSES

Our product specialists can support and train technicians to enable them to **deal with any requirements** and solve any problems that might arise **on their own**.

# The sales network

20+

SALES  
REPRESENTATIVES

10+

PRODUCT  
SPECIALISTS

**A network of professionals covering all Italian regions.**

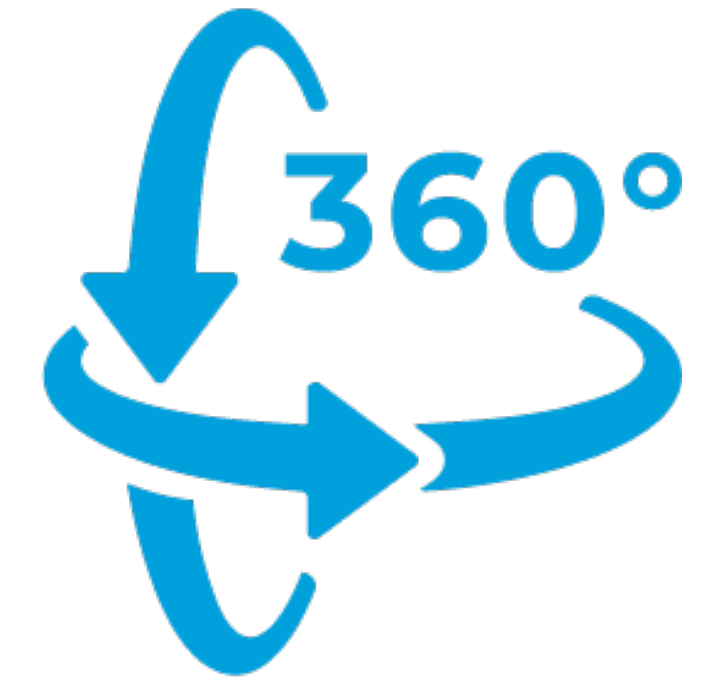
Choosing Audio Effetti means relying on highly qualified professionals with decades of experience and in-depth knowledge of the sector.

Their mission is to simplify the purchasing process, ensuring customised solutions that meet the customer's specific needs and maximise customer satisfaction.



# The service team

From order management to shipment tracking, we ensure a smooth shopping experience.



## 1. Sales support

- A team of professionals with a background as sales representatives;
- knowledge of commercial dynamics;
- technical background and ability to respond effectively to customer needs.

## 2. Purchasing and logistics

- A staff dedicated to the strategic selection of products according to market demand;
- stock management to respond quickly to customer requests;
- logistics optimisation to enable timely deliveries and minimise waiting times.

## 3. After-sales technical support

- Qualified technical support to ensure quick and effective solutions;
- repairs managed in-house, reducing waiting time and minimising complexity for our partners;
- excellent know-how in understanding customers' needs and providing customised and timely responses.

# The marketing team

We believe in the power of marketing as a tool to communicate our values, strengthen the brand and build lasting relationships with our customers.



## BLOG AND NEWSLETTER

Constant creation of blog articles and dissemination via newsletters, also by means of marketing automation.



## EDUCATIONAL AREA

Organisation of courses and creation of educational content for technicians and professionals.



## SOCIAL CHANNELS

Audio Effetti Stream YouTube channel, with almost 2,000 subscribers and more than 200 videos. Presence on Facebook, LinkedIn, Instagram.



## TRADE AND ROAD SHOWS

Presence at exhibitions of international importance (1,800 m<sup>2</sup> pavilion at MiR Tech) and road shows throughout Italy.

# The warehouse

**A modern 1,500 m<sup>2</sup> facility, located close to major traffic gateways to ensure easy access and optimised shipping times.**

- Equipped with the most advanced automatic goods tracking technology;
- meets the growing demand for efficiency and speed in deliveries;
- improves the quality of our service, contributing to the growth and success of the company.



# Our strengths



## STRATEGIC PARTNERSHIPS

We collaborate with **prestigious Italian and international brands** to offer our customers access to the most advanced and high performance technologies.



## TECHNICAL EXPERTISE

Our team of **highly qualified professionals** with **years of experience** in the industry offers specialised advice, training and ongoing technical support to meet customer requirements.



## CONSTANT INNOVATION

We are committed to offering customers increasingly innovative solutions, **anticipating market trends** and responding to the **needs of the future**.



## COMPLETE ASSISTANCE

We provide **support at all stages of a project**, from conception to implementation, with fast and efficient **customer service** and active **after-sales support** throughout the Italian territory.



## ONLINE ORDER MANAGEMENT

Our proprietary MieiOrdini.com platform is designed and developed to allow **online consultation of the entire product catalogue**, checking availability and prices **in real time**.

# Why choose us

Choosing Audio Effetti means relying on a partner with decades of experience and in-depth knowledge of the industry.

Our range of innovative products, combined with specialised technical support and always readily available customer service, ensures tailor-made solutions for every project.

## Our values



### LISTENING

We understand the **customer's needs** and strive to **propose effective, efficient and affordable solutions.**



### COLLABORATION

We **work as a team** to support the most complex projects and **follow our customers** in a comprehensive manner, **every day, all over the territory.**



### PROXIMITY

Our **sales representatives in the country** are a natural extension of our company. Human relationships are at the heart of our **customer relations.**

## Audio Effetti Srl

Via Aldo Manuzio 57A r.  
16143 - Genoa (GE) Italy

**Tel. +39 010 5451 202**

For general information:  
[info@audioeffetti.it](mailto:info@audioeffetti.it)

For commercial information:  
[ordiniitalia@audioeffetti.it](mailto:ordiniitalia@audioeffetti.it)

For service and after-sales:  
[assistenza@audioeffetti.it](mailto:assistenza@audioeffetti.it)