



PHONIX

PROFILE



**We are what we time after time do.
So that the excellence is not an action,
but it's norm.**

Aristotele

**Located in the city of Ferrara,
Phonix was established in 1993
and is today one of the leading
distributors of mobile phone
accessories in Italy.**

Strong point of this company is its ability to offer good quality products for a wide range of devices and products, making speed response to the client, flexibility and best price, as key success factors. This policy allows to offer more solutions in line with market demands, varying the offer liable on the tendency of the moment and for a various number of unlike phone brands and phone models. In this logic, the "time to market" is concentrated and become distinctive in relation to other operators in this segment.



1993

YEAR OF ESTABLISHMENT

over 2,000

CATALOG PRODUCT CODES

350

DIFFERENT ITEMS
HANDLED DAILY

30

NEW ARTICLES
INCLUDED WEEKLY



PHONIX

PRODUCTS



Phonix is a global supplier in the world of mobile phones, operating in the categories:

- Protection and care
- Energy and charging
- Connectivity
- Audio
- Outdoor and sports
- Licensing
- Utility

In a world like that of mobile communication, the ability to meet the needs of a market that changes with astonishing rapidity is a challenge that few companies can successfully face up to.

Passion, consistency, quality and asset are the values put in place by Phonix to reach more and more ambitious aims.

The constant commitment in research, in hi-tech upgrading and in design, make the range of Phonix products really consistent and great impact to the end user. Each accessory is settled following a careful and detailed analysis of the needs of retailers and of their destined market. The planning is carried out in teamwork with sureness technical partners. As to ensure complete compatibility and efficiency, each item, before entering into production and before being commercialized, is tested on the phone for which it is projected.

These tests are passed by the Phonix technical dept. and, from the beginning, each component is produced following strict safety crowned heads, environmental dutifulness, strength and guarantee, as countersigned by the several certifications acknowledged at European level. Because the quality is not an accessory.

Overall, the vitality of the company allows to offer new accessories even before the announcement of the corresponding new smartphone model, with a fullness almost unique range, which guarantees a solution to those who choose a less popular phone: all innovations, all brands and all models catch suitable performance in the Phonix catalog. The aim is to give everyone freedom of appearance and facility to communicate and live better, through devices that characterize the highest standards of progress in terms of functionality and care.



PHONIX

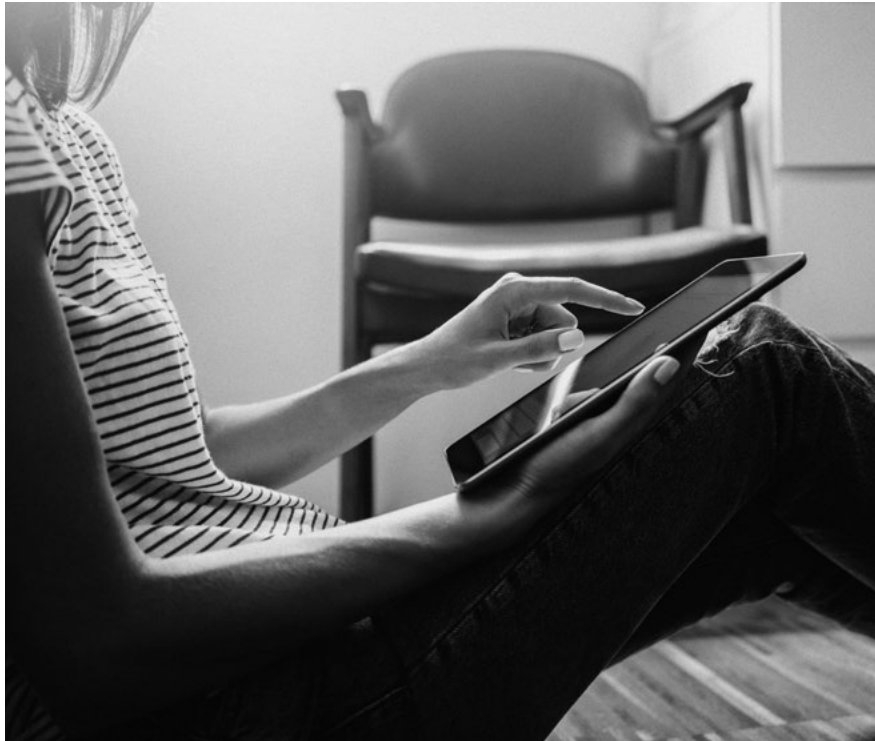
IMAGE

phonix
IN ANY CASE

Making use of an inner graphics agency, Phonix focuses its attention to the exhibition of products and care to packaging, which become the main elements of communication to the end user.

Packaging, displays, modular for desk and floor exhibitors, alongside with the whole organization for the store, are finished in different shapes and materials, with avant-garde design and with possibility of customization, to best appreciate the product and make it more smart and affordable to the user.

This choice is the end result of an accurate marketing strategy that targets on the image to establish itself and retain a wider audience, offering to the customers a clear and effective identification system, constantly renewed and abreast with the newest communication standards.



In this logic, for over twenty years television and sports sponsorships have an important title role in Phonix, not only in Italy, but all over the world: starting from MotoGP, to the football championship through cycling, numerous are the activities promoted by Phonix company, at all times looking for new chances to get in touch with its customers, sharing and supporting common passions with them. Ideally aligned with this company policy, Phonix pays attention to latest trends and raises partnerships and exclusive licenses with international showbiz and fashion brands as to create high-impact accessories.



PHONIX

PRESENCE

Phonix boasts wide-ranging experience and a decades-long presence on the market, including among its main customers Chains stores and Big Purchase Groups.



Amazon, MediaWorld, Ipercoop, Unieuro, Euronics, Expert and the specialized electronics and telephony retail consumer make Phonix a reliable and wider viewpoint partner.

amazon

MediaWorld

ipercoop

unieuro

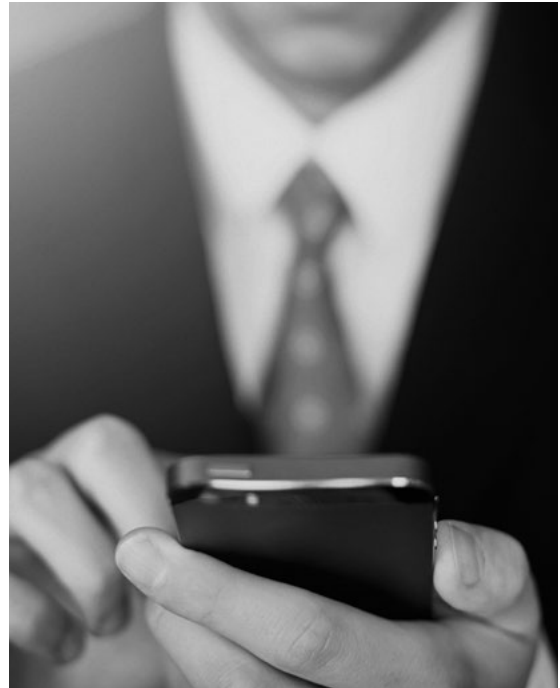
EURONICS

expert

To fortify this position, the company is continuously investing in the improvement of its services, starting from logistics, that's inside organized as to ensure better stock managing and outer supplies.

For all products the shipping department make sure high efficiency and operative quality, which converts into an ability to delivery orders in 24/48 hours with prompt and accurate delivery to any destination. Here takes place the control of products and, where necessary, the direct printing of compatibility information, codes and barcodes: this organization, depending on the received orders, allows a constant updating of the data on the packaging together with a great speed of response to changes in the market. A special patented platform allows customers to manage their orders and allows access to any new products with dedicated insights, so as not to miss any opportunity offered by the smartphones market.

Logistics also manages, with a special department, the security of the products.



www.phonix.it

As to favour a direct line to the Phonix world, the company also pays attention to social and digital communication, daily updating their channels and its Internet site to always give, in real time, all the possible info to its clients and partners. Besides to the novelties of the moment, by internal search engines and specific units, can easily be found accessories for unlike smartphone models, even tertiary brands, with different compatibility and detailed features of each.

PHONIX

IFA 2016

phonix
IN ANY CASE



Changing for the future.