



sbs

Smarter, Together



Who we are

SBS is based in **Italy** and was founded in 1994. Today SBS S.p.A. is part of the group **SBS Holding srl**. The Holding is made up of various commercial and industrial realities and is led by the Storti family.

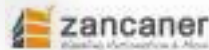
23 companies present in the group

30 years of knowledge

65+ countries in which we are present

600+ employees

250+ million in turnover





sbs smart-tech

Smart-tech company with substantial experience in the consumer electronics market.

Smart. Our approach to the market is **customer-oriented**, based on the specific needs of our partners. We share our partners' goals and deliver **versatile** and **tailor-made** solutions.

Tech. We are constantly looking for the best **technological solutions** to be implemented with the accessories and services we offer.



We support

our partners **through** high-value partnerships **built on synergies**; we design solutions to **strengthen** our partners' position on the market and **promote** loyalty in the end customer.

We enhance

people and their **uniqueness** in a way that means they can recognise themselves in our **accessories**, **maximising customer satisfaction**.

We innovate

our **range of products** and **services**, paying particular attention to **technological innovation** and **market innovation** to respond to new trends.



Future-orientated goals

Growth and innovation have always guided the company's strategic choices. A journey that began **30 years** ago and has allowed us to build a wealth of knowledge that guides our future.

Values

Innovation

We pay attention to **technological progress**, to the search for **new designs** and to the **evolution of fashions**. A success story that always looks to the future in terms of technology, design, image and customer satisfaction.

Sustainability

Environmental protection and concern for **people's wellbeing** are two of the values that have long guided our business. In recent years, we have increasingly strived to **reduce the environmental impact** of our activities in a tangible, measurable and concrete way.

Tailor-made approach

We create and design our different product lines without forgetting our philosophy, which has led us to become a benchmark in the smartphone and tablet accessories market. The **individual** is the **core** that drives the needs and development of the product lines.

Commitment

We build lasting relationships based on **loyalty, listening and engagement**. We generate value through business choices guided by the ability to capture stakeholder needs.



A man with a beard, wearing a dark shirt, is looking down at a tablet. The tablet displays various data visualizations, including a bar chart, a line graph, and several circular icons. The background is blurred, showing other people in a professional setting.

Our Working Attitude

Our partners' goals are also ours.

Phygital attitude

We unite the **physical world** and the **digital dimension** to guarantee the customer a **customer experience** that is **complete** and **customised**. Our Phygital approach allows us to combine the **immediacy** of the experience and the **immersion** of the user - typical of the digital world - with **interaction**, a prerogative of the physical experience.

What do we do?

joint social activities; emotional displays drive to store and drive to web activities.

#smart approach

Specific

Our approach to the market is customer oriented, based on the specific **needs** of our partners.

Measurable

We set concrete **objectives with our customers** to achieve **tangible, win-to-win results**.

Achievable

We provide versatile, tailor-made **solutions** to achieve our **business goals**.

Relevant

We are relevant in the market and **we bring added value** to our partners.

Time-based

We are **Time To Market** and offer solutions that are always up-to-date with the market.

A well-defined process that can support our client's goals

Our teams work in strong synergy. This ensures regular monitoring of ranges, proposal of new products and product promotions, management of orders and re-orders, care of sales displays, production of ad hoc communication material.



The Talent behind every success

Commercial

Account
Sales Merchandiser
Sales Account
National Account
Foreign Back Office
Italian Back Office

Quality

Customer support

Marketing

Product Manager
Trade Marketing
Graphic designers
Communication
Digital e media
E-Commerce

Administration

Accounting office

Research and Development

App Developer
Web Developer Services Support

Warehouse

Logistics
Parcel office
Returns management

IT Management

Human Resources

Talented people

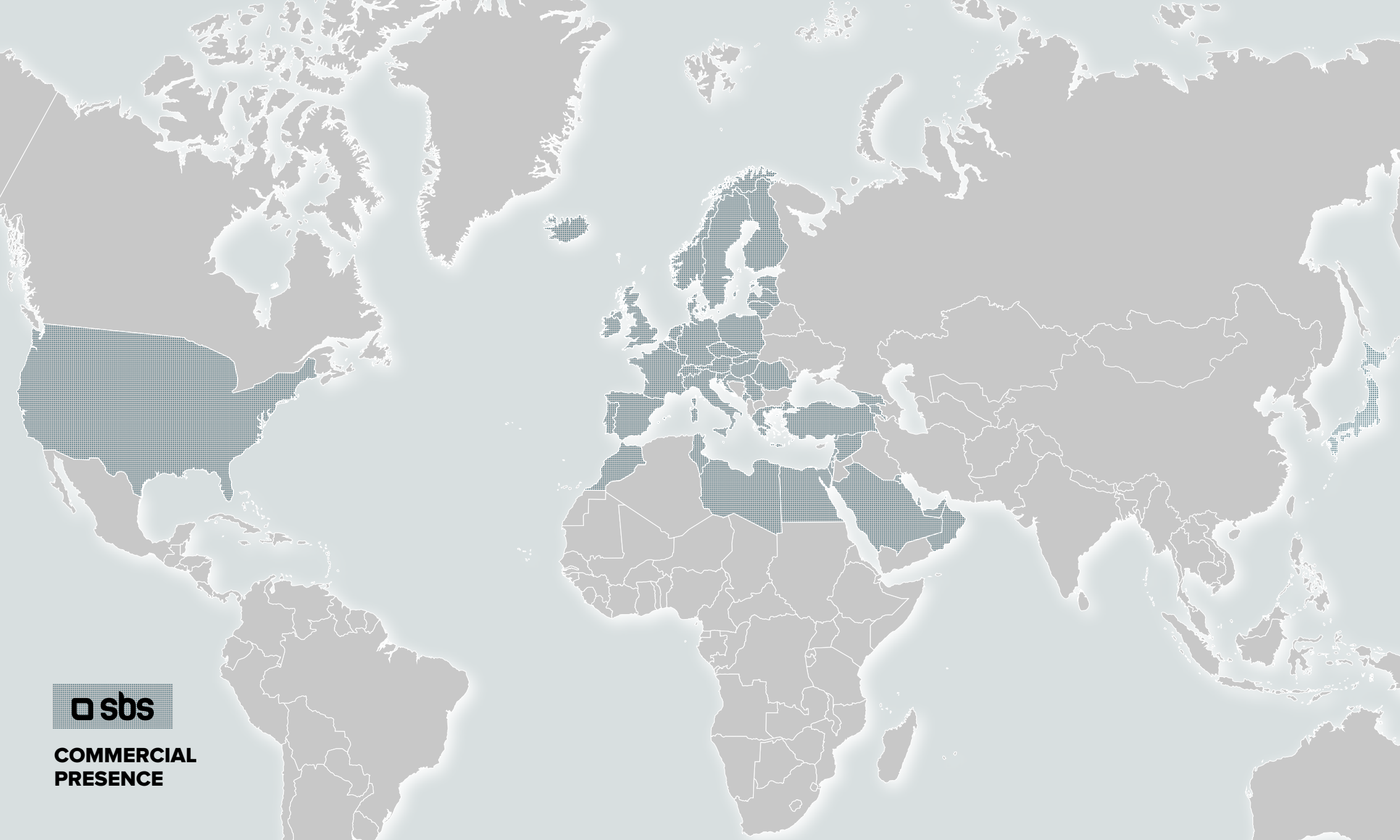
200+ Employees

85,6% Staff hired for an indeterminate term

37% Rate of recruitment

44% Women | **56%** Men | **37** Years average age





**COMMERCIAL
PRESENCE**



HQ

ITALIA

BRANCH

**GERMANY
FRANCE
SWITZERLAND
NORDICS
SPAIN
POLAND
AUSTRIA**

SALES OFFICE

**PORTUGAL
BENELUX
HUNGARY**



**COMMERCIAL
PRESENCE**



our road towards a sustainable future

2019

- Partnership with **Marevivo** non-profit.
- Beginning of packaging conversion.
- Launch of the first line of **Cover Eco**.
- Installation of the **photovoltaic system** at the warehouse.

2020

- Launch of the **Oceano collection**, created in partnership with Marevivo Onlus (eco-friendly accessories with plastic free packs and FSC recycled paper).
- **Elimination of plastic from packaging.**

2021

- **Eco-friendly** car policy: purchase of the first **fully electric** vehicle and the first plug-in hybrid company cars.
- Installation of the first **charging columns**.
- Choice of sustainable partners (**Kuehne + Nagel**).
- Partnership with **zeroCO2** and introduction of the high social impact reforestation project.

2022

- Launch of the new lines **R-Case** (recycled plastic cases), **Splash** (biodegradable cases) and other eco-friendly lines.
- **100% plastic-free packaging.**
- Towards an increasingly sustainable product line with **Recover** and the circular economy project **green_e**.



2023

- We are one of the top 100 most sustainable companies in Italy and among the 50 companies with the greatest increase in ESG rating compared to 2021 and 2022.
- We have been **awarded** the **Sustainability Award**.



[Play Video Oceano](#)

[Play Video Green](#)

ISO 9001

BUREAU VERITAS
Certification



Certified Quality

Quality and reliability have always been the cornerstones of our company. With this in mind, and in line with the company's strategic objectives, we implemented our Quality Management System in accordance with the international standard **UNI EN ISO 9001:2015** and we are about to obtain environmental certification according to **EN ISO 14001:2015**, as well as **GRS** (Global Recycled Standard) certification.





Our Knowledge in the Tech World

12 brands

3500+ active SKUs

4 patents on customisation services

 sbs

 PURO

 ekon
home partner

 case & me

Jaz[®]

 MUSIC HERO

 doodree[®]

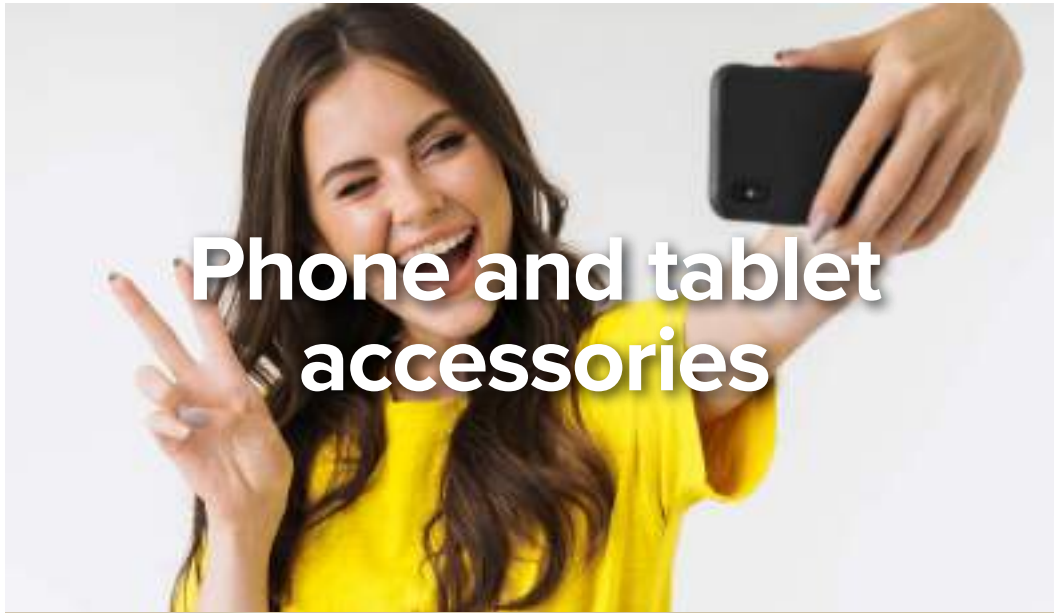
WEWATER[®]

 UNIQO[®]

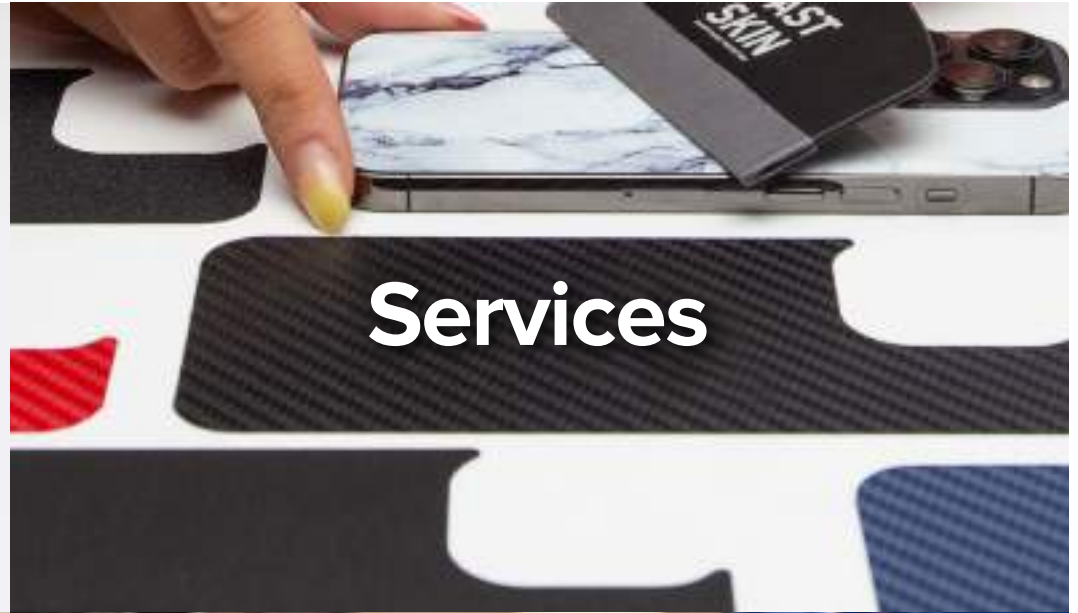
 EVENERGY

 Golife[®]

 HImage



Phone and tablet accessories



Services



Drinkware



Audio and video



sbs



Core brand specialising in the consumer electronics accessories market



PURO



Brand specialised in the Apple, travel and reusable bottle market



case & me



Brand lifestyle



ekon
home partner



Specialising in home technology accessories



HImage



Premium brand of connection accessories



doodröo



Paper feel screen protector Artist & Notetakers Accessories



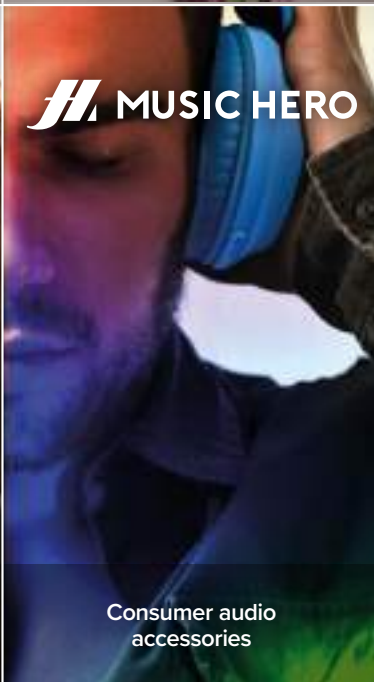
Jaz



Premium audio accessories



MUSIC HERO



Consumer audio accessories



UNIQO



Range of accessories dedicated to online business



EVENERGY



Entry-level accessories for promotional campaigns



Golife



Line of accessories dedicated to sport and wellbeing



WEWATER



A brand of bottles that combines style, functionality functionality and durability

sbs

in the world
of Trade
Services

An ecosystem of
services dedicated to the
on-demand creation of
customised accessories.

FAST SKIN

Smartphone Protection

FAST SKIN

Plus+

skeen

Make it personal

caselab

Your Cover. Your Story!



FAST SKIN

Smartphone Protection

Fast Skin Protect your device More than 10,000 devices covered by Fast Skin. New cuts can be requested in real time and will be made available within 24 hours.



PLAY VIDEO



FAST SKIN

Plus+

A new device protection technology in addition to Fast Skin 3.0.

Thanks to **Fast Skin Plus**, you can improve the application and performance of protection products in three simple steps.



PLAY VIDEO



skeen

Make it personal



Skeen offers the perfect combination of protection and style. Your design and your smartphone will be protected by a high-quality, scratch-proof and impact-resistant film.



PLAY VIDEO

caselab

Unlock the Power of Customization!

Prints on any compatible back case, including rugged cases with hard edges and large cameras.

5 minutes maximum
printing time back to back

Fast and precise
Error free and incredibly easy printing



PLAY VIDEO



Software and App development

The in-house team at SBS develops **Consumer-orientated** and **trade-oriented software product apps for B2B services.**



Angelia

Angelia
Digital Sales Management



Find Me
The world of accessories in a QR Code

eXperience

eXperience
Digital shopping in physical retail

12 app for iOS | **13** app for Android



SBS Skeen Designer



SBS Go Adventure



SBS Go Flyer



SBS Go Phone



SBS Go Tune



SBS Go Tracker



SBS Go Life



Go Activity



Go Fitness



SBS Go Power



SBS Go Selfie



SBS Go Cam



WeeCare SBSmobile

The image shows four hands holding smartphones against a light gray background. The screens of the phones display the letters 'o', 's', 'b', and 's' in white. The phones are held at various angles, creating a sense of movement and connectivity.

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 **sbs**

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