



BRAND PROFILE • 2009

CELLULAR ITALIA

>> Cellular Italia is a multinational, multi-brand group which designs, develops and distribute accessories for mobile phones and other multimedia devices

Cellular Italia S.p.A. is based in Reggio Emilia, around 100 miles from Milan, in its state-of-the-art headquarters with almost 1,800m² of offices and meeting rooms. The headquarters are home to the brand and product divisions, the general management and the strategic sales management. Abroad, the group has offices in France, with **Cellular Italia Division France**, in Switzerland with **Cellular Swiss** and in Spain with **Cellular Iberia** and **Cellular Spain**.



CELLULAR ITALIA

>> NUMBERS

Stock capital:

7.240.000 Euro

Group turnover:

60 mln Euro

Number of items in the catalogue:

More than 1.800

Compatibilities:

More than 20.000

Global Presence:

Over 60 countries



CELLULAR ITALIA

>> VISION

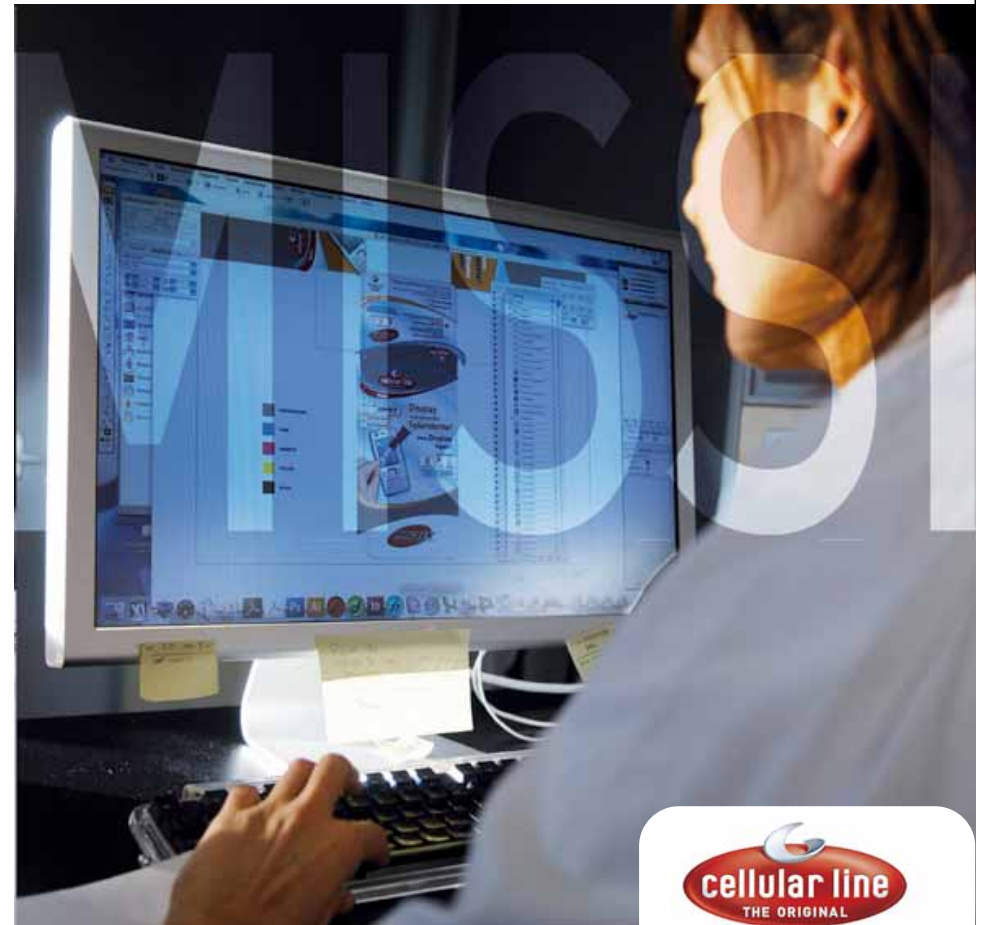
Cellular Italia, a reference point for technology and creativity in accessories for multimedia devices, stands out for its excellent quality, its passion for innovation and its consolidated relationship with the points of sale, marked by its loyalty and the enthusiasm of its staff.



CELLULAR ITALIA

>> MISSION

Cellular Italia is committed to the constant design of multimedia accessories, improving and increasing their features, integrating the product range with a 360° service for its partners, with the aim of providing users with an accessory that combines excellent performance with simplicity of use, to assure a unique experience.



CELLULAR ITALIA

>> VALUE

Our choices, actions, behaviour, as well as our relations with our users, suppliers, partners and the territory, are governed by a deep-rooted sense of integrity, loyalty and dedication.

THIS OFFERS THE BEST POSSIBLE INTEGRATION OF CELLULAR ITALIA WITH ITS OWN KEY VALUES:

PASSION AND ENTHUSIASM

in our staff and all our collaborators

RELIABILITY

towards our partners and our users

QUALITY

in every aspect of our business

PROFIT AND RE-INVESTMENT:

to assure growth, research and innovation



CELLULAR ITALIA

>> THE GROUP

The Cellular Italia group began operations in 1990 with the distribution of mobile phone accessories. Today, the group includes 5 main brands and distributes a vast amount of product ranges and trade names. The first brand launched on the market, and the most famous of them all, is Cellular Line®.



CELLULAR LINE

>> BRAND

Cellular Line® designs, develops and distributes accessories for mobile phones and smart phones.

Its focus is to create a complete range of high quality products and solutions, able to satisfy all the needs and demands of mobile phone users, at any time.

BRAND VALUE:

Quality, technology and innovation

TARGET USER:

Anyone who owns a mobile phone, whatever the brand or model

RANGE:

Complete range for all brands and compatibilities (100% compatibility - 100% of the market)



CELLULAR LINE

>> DISTRIBUTION

DISTRIBUTION CHANNELS:

CONSUMER ELECTRONICS:

PURCHASING GROUPS

INDEPENDENT SHOPS

SUPERSTORES

TELECOM SPECIALISTS:

INDEPENDENT SHOPS

GROUPS

OPERATORS

OTHERS

BOOKSHOPS

TOYSHOPS

MOTORWAY SERVICES

PETROL STATIONS

TOBACCONISTS

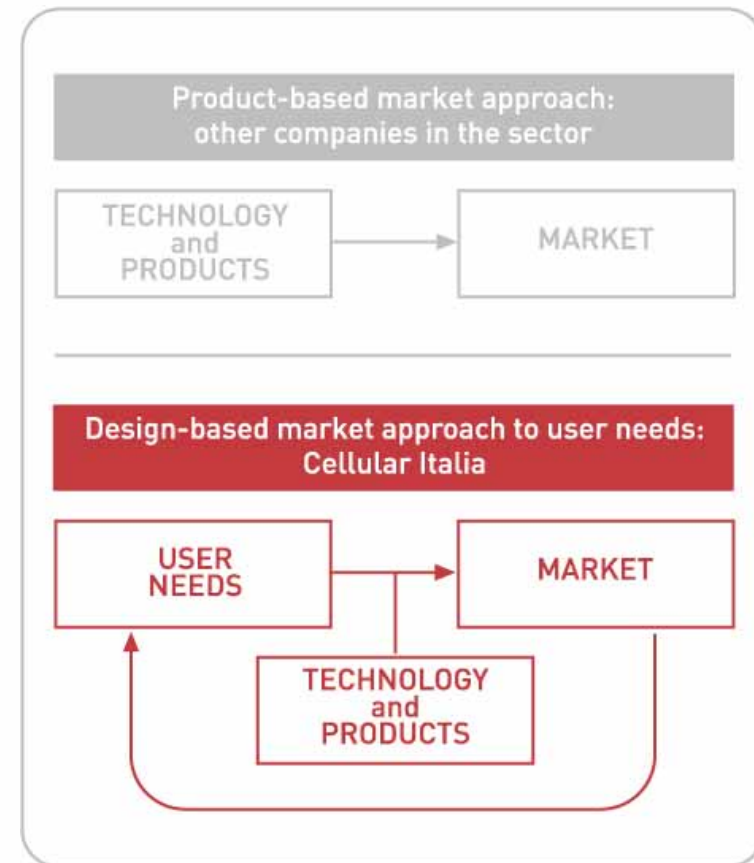
FASHION/SPORT SHOPS



CELLULAR LINE

>> FOCUS ON NEEDS AND ASPIRATIONS OF THE USERS

Cellular Line® creates **VALUE** for **ACCESSORIES** by designing products which are the result of **perceivable innovation**, for **practical** and **immediate use**. The process is based on the development of accessories following a **careful analysis** of user needs and the **peculiarities of the market**.



CELLULAR LINE

>> THE PROCESS

Cellular Italia has identified 5 MACRO-AREAS linked to the ownership of a mobile phone: the CATEGORY



- the need to charge



- the mobile phone world on wheels



- the need to talk



- the need to express your own personality and vanity



- protection for your phone and other useful accessories



CELLULAR LINE

>> THE PROCESS

Referring to the specificities of these categories, Cellular Italia:

- FINDS OUT THE SINGLE NEEDS WHICH ARISE FROM SPECIFIC USE OF A MOBILE PHONE
- ANALYSES OF THE MARKET REQUIREMENTS
- DESIGNS AND CREATES USEFUL, INNOVATIVE PRODUCTS

The final result of this process is the satisfaction of the users, our partners and the growth of Cellular Line¹ as a brand.



CELLULAR LINE

>> STYLE

The CELLULAR ITALIA STYLE CENTRE carries out constant, in-depth analyses of the evolution of style and the interaction between shapes, materials and product perception, thus setting design codes which are increasingly familiar and recognisable. For this reason, every Cellular Line® product is part of a range marked by a unique design, able to express and effectively transmit all the specific values of the brand, innovation and simplicity.



CELLULAR LINE

>> STYLE

A Cellular Line® product appears **unique** and **unmistakeable**, even if we have never seen it before! The design, the materials and the quality of the assembly are the visible expression of these processes, while customer satisfaction and brand notoriety are both the objective and the result.



CELLULAR LINE

>> DESIGN AND PRODUCTION

Cellular Italia designs every product, or develops it in collaboration with its technological partners, directly in Italy. Depending on the type of product and the technology required, production is spread throughout Italy, Europe and the Far East. Cellular Italia directly controls every step of development, production and distribution, to check that specifications and quality standards maintain constant excellence.



CELLULAR LINE

>> THE PACKAGING

Cellular Italia's research is not limited to brands and products, but attention is paid equally to packaging, blisters and packing materials. This philosophy springs from the understanding that the moment when consumer needs and the available solutions are assessed takes place at the POP, and the success of an accessory thus depends inseparably from the effectiveness and completeness of the packaging.



CELLULAR LINE

>> THE PACKAGING

For this reason, Cellular Line® packaging is developed specifically for each product, and is differentiated by content and communication, yet uniform in style, size and display dimensions.

The end result of this research is the 3D BLISTER.



CELLULAR LINE

>> THE PACKAGING

The 3D BLISTER is designed and produced to:

- Attract the consumer;
- Heighten the perception of the product and its use;
- Make the compatibility recognition clear and simple;
- Uphold the correct perception of price and value.



CELLULAR LINE

>> QUALITY AND COMPATIBILITY

The guarantee assured by the Cellular Italia group on the quality and full compatibility of its products is the tangible result of a series of consolidated procedures and activities which have, since 1990, been making a brand like Cellular Line® the mobile phone accessory reference point in Europe!

From the earliest phases of conception, each project is developed by rigorously following strict principles of quality, reliability and respect for the environment.



Before each prototype goes into production, it is tested with every mobile phone to guarantee complete compatibility. Before being placed on the market, all products undergo checks and inspections in three different laboratories: in the factory where they are manufactured, in the laboratories at the group's main headquarters, and in the technical department of logistics. Every Cellular Line® product undergoes all tests for certification under EU standards for sale.



CELLULAR LINE

>> GUARANTEE AND CUSTOMER CARE

Cellular Line® products are guaranteed by law at POPs where the purchase was made. In addition, the Cellular Italia Group offers comprehensive, competent after-sales care, also throughout Europe thanks to the other companies in the group and the distributors in most countries of the continent.



CELLULAR LINE

>> LOGISTICS

The logistics centre is located in Reggio Emilia, in a 7,000 m² warehouse just a short distance from the group's main headquarters. All of the Cellular Italia group brands and products are managed from this site. The great flexibility of this structure allows the group to adapt its resources to any specific short-term needs, increasing or reducing the work load and the number of staff to suit market requirements.



Packaging compatibility, printed just-in-time and updated at the time of shipment;

High performance in terms of LEAD TIMES;

Daily shipping capacity of 50,000 pieces;

Computer-controlled operations and outputs.



CELLULAR LINE

>> THE POP MATERIAL

In addition to the widest and most complete products catalogue on the market, Cellular Line® provides its partners with a full set of useful tools for the most effective interaction with the consumer in the POP.



CELLULAR LINE

>> PERMANENT DISPLAYS

Modular wall display system to use the available space in the POP to the best possible advantage;

Complete range of hooks, accessories and spare parts.



CELLULAR LINE

>> MOBILE DISPLAYS

A wide range of cardboard counter and floor display units, designed specifically to suit the needs of each individual product or distribution channel;

Different solutions designed to meet each language or geographical need.



CELLULAR LINE

>> COMMUNICATION TOOLS

Catalogues and information folders;

Universal tester displays for
wall display system;

Window display boards, stickers
and posters;

End of stock cards for
wall display system;

Shelf tags;

Complete range of category information
panels and logos.



CELLULAR LINE

>> CATEGORY MANAGEMENT

CATEGORY MANAGEMENT is a project which is closely linked to the needs of the distribution channels and the different territorial realities.

The operational methods and project development are designed on a case-by-case basis and implemented in close collaboration with the POPs.



CELLULAR LINE

>> CATEGORY MANAGEMENT >> METHOD

Division of the display area into the 5 macro-areas of user needs (categories);

Colour coding of the display areas;

Inclusion of test areas (hook display kits) for the main products;

Research into the ideal combination of products and display positions, through the computerised planning of the effectiveness and profitability of the display space and the individual hooks.



CELLULAR LINE

>> CATEGORY MANAGEMENT

>> RESULTS

Simpler product search and recognition of compatibility;

Self-testing of products by users (hook display kits);

Increase in impulse buys;

Increase in cross-selling (the purchase of several products linked to the same need);

Increase in the perceived value of the category in the POP;

Simplification and rationalisation of the wall display system assortment;

Reduction in the request for assistance by sales staff.



CELLULAR ITALIA

>> COMPANY CERTIFICATION TO ISO 9001/2000

Cellular Italia S.p.A.'s company procedures and activities have been certified under **UNI EN ISO 9001/2000** with the following field of application:
"Style, design management, sales and after-sales service of own brand name accessories for mobile and multimedia phones."





www.cellularline.com