



Your partner in Electronic Business





MISSION

The mission of Kon.El.Co is making its Brands internationally known and becoming a landmark for sector operators as well as the perfect partner in the world of electronics.

STORY

The Company was founded in 1994 by detecting GBC Trademark and began an innovative business in the market of The **Professional and Consumer** electronics counting among its own customers the best known distributors of electronic goods.

With GBC Trademark the distribution network in Italy spread a lot of signboards all over the national territory.

The research of innovative products, the quality and the special care towards the final customers are proved by the semi-annual issue of Magazines dedicated to the market which finally became the point of reference for the purchase of electronic products.

Over the years the company developed with the arrival of new commodities and professionals, with the evolution of products, the care for packaging and the cutting-edge technology. The company could offer various product families with a better and better **Corporate image** and a clear identity inside the market of Electronics.

ORGANIZATION

Technical Staff

Today Kon.El.Co has got a skilled technical staff with a large knowledge about Software and Hardware and through its own technical laboratory it can test the products selected in the East and make them suitable for the European market.

AQL tests and production procedures in the East are carried out directly by Kon.El.Co staff that carefully checks the procedures released by the technicians of each sector. Concerning the Certifications the company can rely on its own branch office in the East which controls and approves the documents released by the suppliers.

LOGISTICS

With 2 logistics points in Milan and Rome (about 10.000 sq.mts. Totally), Kon.El.Co fulfills the 95% of the received orders within 48 hours.

So far the active codes get over the 13.000 references.

In 2015 Kon.El.Co established an important trade agreement with GBS Elettronica inserting another remarkable piece in its "puzzle" about technology, research and internationalization, since GBS Elettronica was already known in 25 countries in the world with its own Jolly-Line trademark.

The trade union with GBS Elettronica allows Kon.El.Co to make use of a skilled technical department for the research and

development of new cutting-edge products as well as a daily comparison concerning Marketing.

The realization of new web sites, catalogues dedicated to different sectors, information leaflets, technical sheets of the products and customized promotions for the various sectors allow Kon.El.Co to supply its customers a full package to be defined as **the ideal partner in the market of electronics**.



Trading Staff

The trading staff is pyramidal and divided by competence sector with its own Sales Managers, its own back-offices and with different product lines marked by different brands allowing the distribution organically.



PRODUCTS

Our catalogue consists of over **13.000 items**, divided into the following categories:

- Safety
- Lighting
- Batteries
- Remote controls
- Radioremototes
- TV mounts
- Antennas and Electronics
- Electronic accessories



Each category is organized with the concept of "Category Management", this way we will offer a service of analysis and consultancy together with the quality of our products.

Those means are part of a business way which can assure nowadays the best commercial performances in order to achieve the common targets between supplier and brand.



DEVELOPED APP

Since 2020 we have had only one APP that can control all the HeySmart products.



ECO SUSTAINABLE PACK WITHIN 2021



our brands



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