

06/09/2010 - Portugal: "Boomerang" for Proel

Proel has begun a new partnership in Portugal: the multinational company from Abruzzo has given exclusive distribution rights for its Sound Systems, Stage Equipment and Tamburo product lines to Boomerang.

The company is active in the field from many years and has a prestigious headquarters at Oeiras in the district of Lisbon.

Carlos Cunha, the owner of Boomerang, explains how they decided to start working with Proel.

«We were looking for an established and structured company that could offer a wide range of products to fulfill all the different market demands. We chose Proel because it is very active in this field with a 360° offering. Boomerang has also recently gained exclusive distribution of Turbosound for Portugal, therefore it was quite a natural choice for us to turn to Proel to complete the range of products to satisfy our customers' needs.

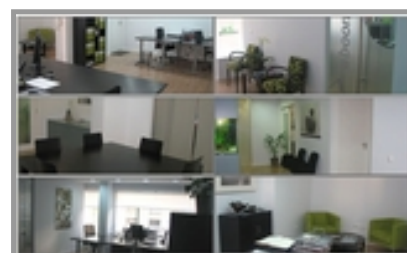
The choice was determined by our will to find a brand with an impeccable reputation. Experience has taught us that, at times, unpleasant episodes may damage the prestige of a brandname, and consequently create problems of credibility also for the distributor, with the resulting negative impact on profits. From this standpoint, Proel's reputation perfectly matches our strategies as it offers excellent quality products at affordable prices alongside an efficient customer service.

With Proel's product lines we will be able to offer complete market coverage. Last but not least, Proel can provide top efficiency in logistics, a crucial requirement especially when dealing with urgent orders. Often we have only very few days to provide our customers with the products they need and if logistics is not well organized you may end up wasting lots of time and money. The simplification of Proel's distribution process allows us to avoid all those problems

Having only one supplier reduces delivery times enormously: this was one of the decisive elements that pushed Boomerang to choose Proel as its partner».



From left: Alexandre Cardoso (Boomerang Sales Manager), Carlos Cunha (Boomerang owner) together with Pietro Guercioni (Proel Export Area Manager)



Boomerang headquarters



From left: Pietro Guercioni, Carlos Cunha and Sofia Cunha (Boomerang Marketing Manager),

Proel S.p.A. - Phone +39 0861 81241
Press Office: gerardo.volpi@proelgroup.com