



**PHONIX**  
SMARTPHONE ACCESSORIES

**COMPANY PROFILE**

# PHONIX



## **ABOUT US**

Phonix S.p.A is an Italian company based in Milan, recognized among the leading companies in the smartphone accessories market.

As distributors, we are committed to offering our customers a fast and efficient service, by offering quality products under the Phonix brand, or, thanks to our graphic team, by studying and creating a Private Label with name, graphic layout and colors completely customizable by the customer.

Thanks to the internal production of the packaging we are able to package, process and fulfill orders in a very short time. This prerogative represents the first great advantage of being our Partner, because it allows you to be always present and updated on the shops shelves, even with the latest news.

## WHY PHONIX?



In recent years, the smartphone accessories market has changed radically; due to the huge spread of smartphones and the growing development and use of online shopping platforms together with the competitive prices at which the items are sold on them, accessories have become a real consumer good, and the focus of the customer moved to the actual convenience of the product and its value for money, rather than its appearance or presentation.

While this poses a threat to many vendors in our industry, In Phonix we believe that change brings with it several opportunities; Our vision is that it is the substance that makes the difference, for this reason, our products are offered with a simple but eye-catching packaging, complete with short but exhaustive descriptions, with the aim of highlighting and showing the customer the extraordinary convenience of our products.

### **Price is Phonix's great competitive advantage**

The great experience acquired and the strong relationships established with suppliers allow us to create and offer products of certified quality and safety at a much lower price than our competitors.

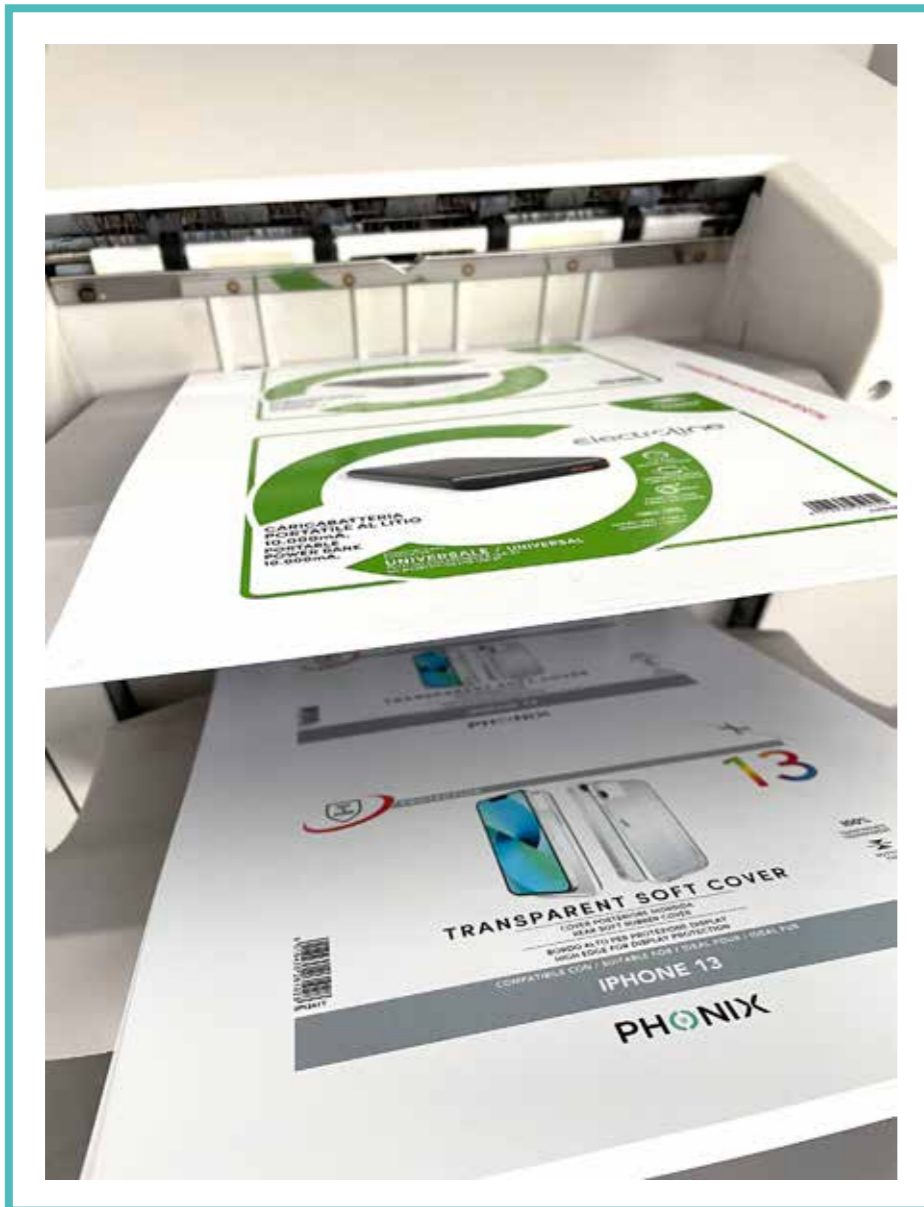
## NOT ONLY PHONIX BRANDED

Our company features advanced systems for the packaging production inside of the logistic center; this allows us, together with the internal graphics department, to study and optimize the packaging for each type of accessory in a short time.

### Private Label:

the internal management of the entire packaging process is certainly one of our main strengths, because it opens up the possibility of studying and creating a customizable packaging line with the customer's own brand by following the style guides that are provided to us or, thanks to our qualified graphic team, by creating the layout that suits the customer's needs the best.

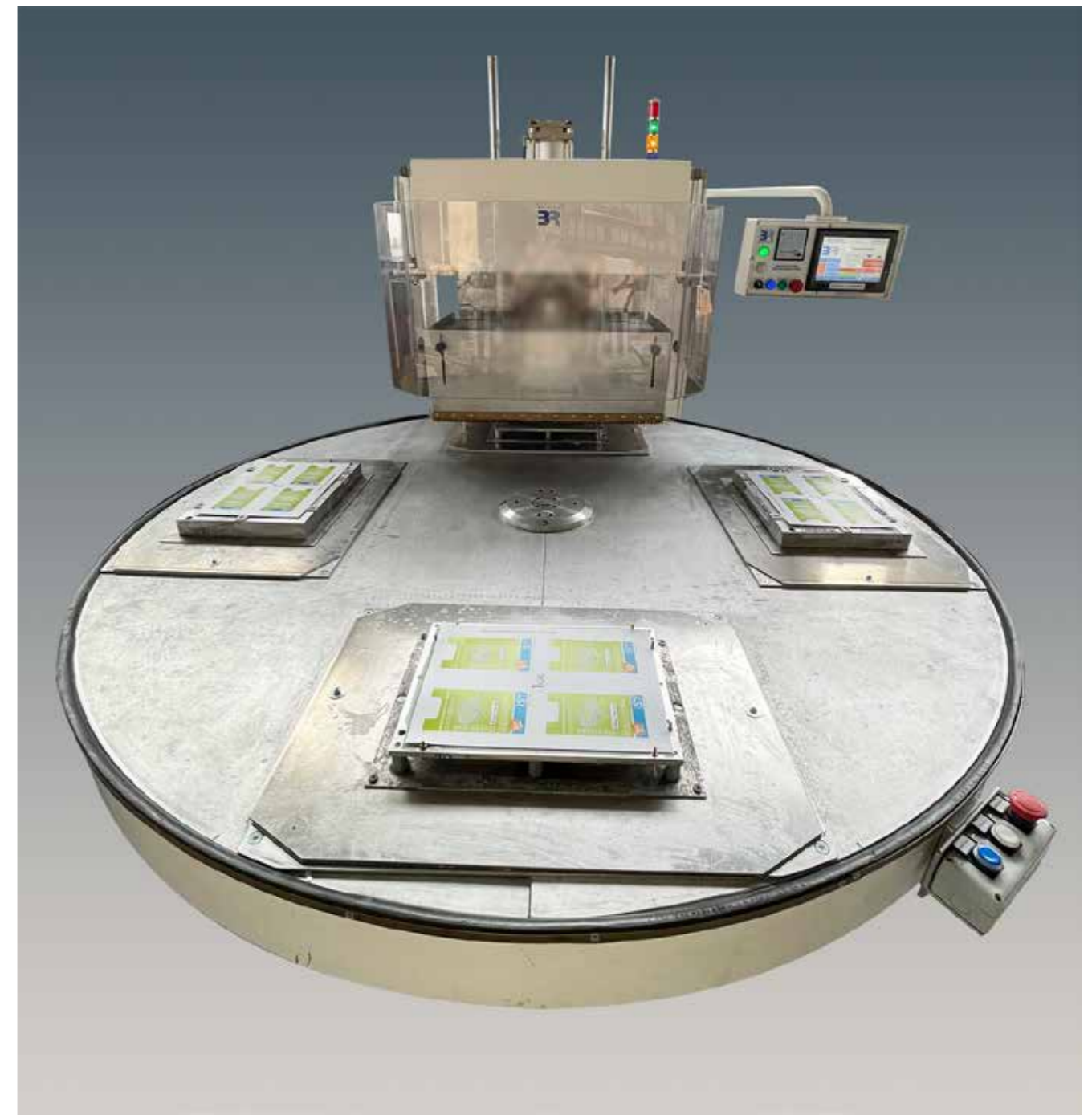




## PRINT CENTER

The internal production of the packaging is made possible by digital printers among the most advanced on the market.

Being able to internally print cardboard, plastic or PVC packaging allows us not only to significantly speed up the production, avoiding the slowdown that would be incurred by relying on an external printer, but above all to optimize stocks and limit waste, allowing us to considerably reduce costs and offer unbeatable prices to the customer, with as little impact on the environment as possible.



## PACKAGING

Once the layout has been outlined and the packaging printed, the product is packaged and then shipped or stored in our warehouses.

Thanks to an efficient and technological packaging system, consisting of multi-station packaging machines, the packaging team is able to reach a production capacity of 7000 pieces per day, and consequently to process orders consisting of large quantity of products in a short time.

At Phonix we want to be involved in the fight against the environment's pollution, and to do so we are equipping our plants with machines for packaging products in paper, cardboard and biodegradable plastic packs.



## OUR LOGISTICS CENTER

Our warehouses, located in Ferrara and compliant with current regulations on safety in the workplace, extend over an area of 3000 square meters and allow us to stock up to 2 million pieces.

We strongly believe that a close-knit team is the key to the proper functioning of a company, which is why we have invested in the creation of shared spaces within our operational headquarters, where every member of Phonix is involved in the life of the company, can express themselves and propose their ideas.



## SOME OF OUR CUSTOMERS

Today **Phonix S.p.A** is one of the most important distributors of smartphone accessories in Italy. The great experience and professionalism acquired over time allows us to be established within the most prestigious shops throughout the country. More than 20 partners and 500 5-star reviews testify to the appreciation our customers have of Phonix products, not only for the significantly lower price compared to other brands, but also for the quality and durability of our accessories.







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THANKS FOR YOUR ATTENTION