

Company profile

Company History

Db-Line was established in 1991 as a wholesaler of videogame products to retailers.

Over the years, the Company has successfully evolved and become one of the points of reference in Italy's videogame industry.

By following the demands and changes of the market, we structured ourselves to provide services such as **GamePeople**, a franchise chain, and the **Category Management** business model.

Thanks to our **professionalism, efficiency,** and **teamwork**, we have grown and acquired **experience** and **expertise** which enables us to help our customers choose the ideal product category and the **best solution**.



35
COMPANY PEOPLE



+51 Mio €
TURNOVER 2022



939
B2B CUSTOMERS SERVED



30,702
SHIPMENTS

Sales services

KEY ACCOUNT MANAGEMENT

Our competent and professional managers provide exceptional support to customers throughout the entire sales process. Valid support for product and business management.

TELESALES TEAM

Our skilled and professional managers work directly with customers at every stage of the sales process, offering valuable assistance for product and business management.

DbLine category | CATEGORY MANAGEMENT

We are committed to analysing and managing product categories using a 7-step approach. Our goal is to increase turnover and profit, by maximizing consumer satisfaction.

TRADE MARKETING

We carefully select communication techniques to effectively promote our products at point-of-sale locations and create appealing exhibition layouts.

GP | DIGITAL SIGNAGE

Within our stores, we use digital signage as a powerful communication tool. This allows us to update messages in real-time, enhancing engagement and improving the shopping experience for our customers.

MERCHANDISING

We collaborate with a leading partner in the sector that manages a vast network of professionals across Italy. With over 150 employee Merchandisers and 60 BRAND AMBASSADORS coordinated by 8 area managers, we ensure effective merchandising strategies throughout the country.

Integrated Services



ADVANCED LOGISTICS

Our Logistics Division is the driving force behind the company, working with all company departments to ensure the accurate management of goods.



CROSS DOCKING

We offer a customer order preparation system, where orders are sent to sorting centres with shipments already divided by single point of sale.



DIGITAL DELIVERY

With just one click, we offer a vast catalogue of digital content available to our customers, ensuring convenience and accessibility.



NET SHOP

Our database and IT platform provide the necessary data for marketing and promoting our videogame products online, allowing us to reach a wider audience.



DROP SHIPPING

Our order fulfilment system allows final sellers to do without warehousing, by drawing directly from our warehouse.



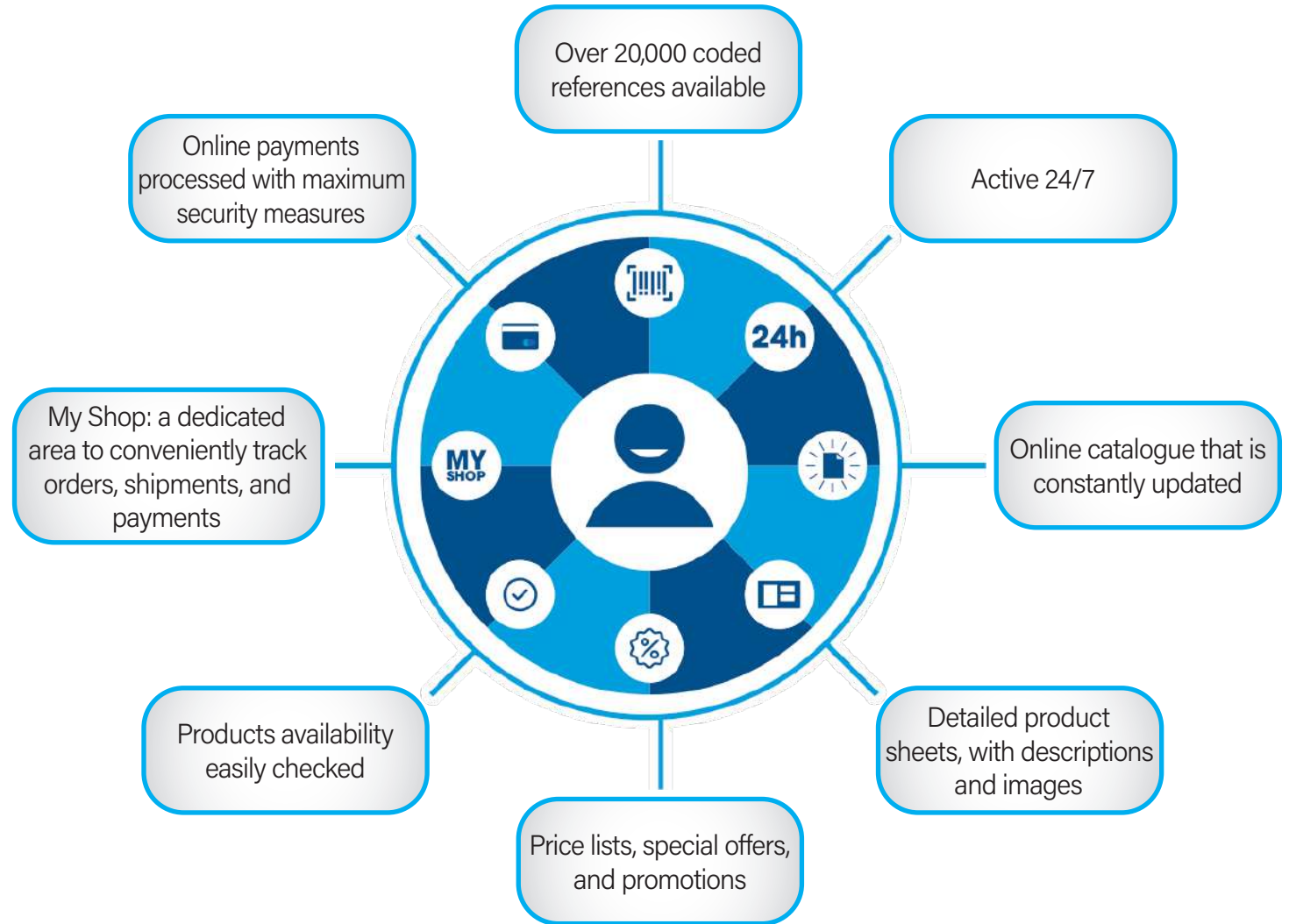
EDI TRANSMISSION

We use an EDI transmission management and control system for the transmission of commercial documents of any kind.

B2B Solutions



Our e-Commerce platform focuses on the customer and saves time.



Channels

MASS RETAIL CHANNEL



LARGE SCALE SPECIALIZED RETAILERS



GamePeople



NORMAL TRADE

NORMAL
TRADE

E-COMMERCE



SPECIAL BUSINESS



SPECIALIZED



GamePeople: specialized franchising network



82

POINTS OF SALE



www.gamepeople.biz



GamePeople: specialized franchising network



Dedicated Telesales Team



Trade Marketing



Digital Delivery



Advanced Logistics



GP In-Store Communicator



Mass Retail Channel



Merchandising



EDI Data Transmission



National Key Account Management



Db-Line Category Management



Advanced Logistics



Cross Docking

Gaming Setup



Esselunga Leaflet



Dedicated Setup



Panaorama Expo



Esselunga Expo Day One

Large-Scale Specialized Retailers



Merchandising



EDI Data Transmission



National Key Account Management



Db-Line Category Management



Advanced Logistics



Cross Docking

Expert Lego setup



Comet Dedicated Setup



Euronics/Bruno
Expo Gadgets



Expert
Gaming Setup



Socio Gaer
Dedicated Setup

E-Commerce



EDI Data Transmission



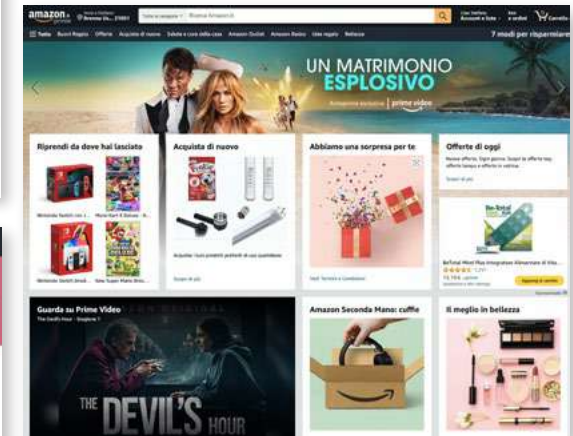
Electronic Catalogue



Advanced Logistics



Drop Shipping





National Key Account Management



Advanced Logistics



Product categories

VIDEOGAMES

SONY



Electronic Arts



BuddyPhones®

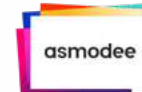
Serafim



TOYS



Ravensburger



Giochi Uniti

Product categories

MERCHANDISE

Funko

PALADONE

BANPRESTO



DIFUZED

abyss
CORP



SECONDARY USE
30 YEARS OF AWESOME MERCH
pyramid

Disney
SHOWCASE
COLLECTION

infinite
statue and collectibles

TRADING CARDS

Pokémon
GIOCO DI CARTE COLLEZIONABILI

ONE PIECE
CARD GAME

YU-GI-OH!
GIOCO DI CARTE COLLEZIONABILI

PANINI

DRAGON BALL
CARD GAME

MAGIC
The Gathering

Product categories

DIGITAL

SONY



 Microsoft



ACTIVISION | **BIZZARD™**

 **TIM**



twitch

 **RIOT GAMES**

 Spotify

ROBLOX



BANDAI NAMCO

 **WARNER BROS.**

ibs.it

gioco  **digitale**

 **kena**
MOBILE



Young Platform

amazon

party poker



Google Play

Poker Stars

starcasinò

bwin



bitnovo

very
MOBILE



MuchBetter

 **paysafe card**



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www.gamepeople.it

