

DbLine.it
videogames toys digital

30
ANNI





HISTORY

Db-Line was founded in 1991 as a wholesaler of videogames products in the retail channel.

In the following years, the Company was able to evolve, succeeding in becoming one of the reference realities in Italy: following the needs and changes of the market, we structured ourselves in such a way as to offer services such as **GamePeople**, a franchising chain and the business model **Category Management**.

Thanks to **professionalism, efficiency, teamwork**, we have grown over time and have developed **experience** and **expertise** that, to date, make us able to assist the customer in choosing the **ideal product category** and the **best performing solution**.



40
EMPLOYEES AT
YOUR SERVICE



70 MIL. €
TURNOVER 2020



775
CUSTOMERS SERVED



2.158
POINT OF SALES



32.392
NUMBER OF
DELIVERIES



SALES SERVICES

KEY ACCOUNT MANAGEMENT

Competent and professional managers who directly follow the customer in all stages of the sale. A valid support for product and business management.

TELESALES TEAM

Competent and professional managers who directly follow the customer in all stages of the sale. A valid support for product and business management.

CATEGORY MANAGEMENT

We are committed to analyzing and managing product categories through 7 simple steps with the aim of increasing turnover and profit through greater consumer satisfaction.

TRADE MARKETING

We choose the communication techniques with which to advertise the products on the points of sale and the exhibition layout.

DIGITAL SIGNAGE

A communication tool within the store that allows you to update messages in real time, improve engagement and the shopping experience by end consumers.

MERCHANDISING

We use a leading partner in the sector that manages a network of professionals distributed throughout the Italian territory: over 150 employee Merchandisers and 60 BRAND AMBASSADORS coordinated by 8 area managers.



INTEGRATED SERVICES

ADVANCED LOGISTIC

The Logistics division is the pulsating engine of the company and works transversely with all company departments to ensure the correct management of goods.

CROSS DOCKING

Customer order preparation system to be sent to its sorting centers with shipments already divided by single point of sale

DIGITAL DELIVERY

We have a huge catalog of digital content available with just one click!

NET SHOP

A database and an IT platform that allows the transmission of all data necessary for the publication and marketing of the videogames product via the internet.

DROP SHIPPING

Order fulfillment system that allows the final seller not to have a warehouse, but to draw directly from the warehouse of the wholesaler or manufacturer.

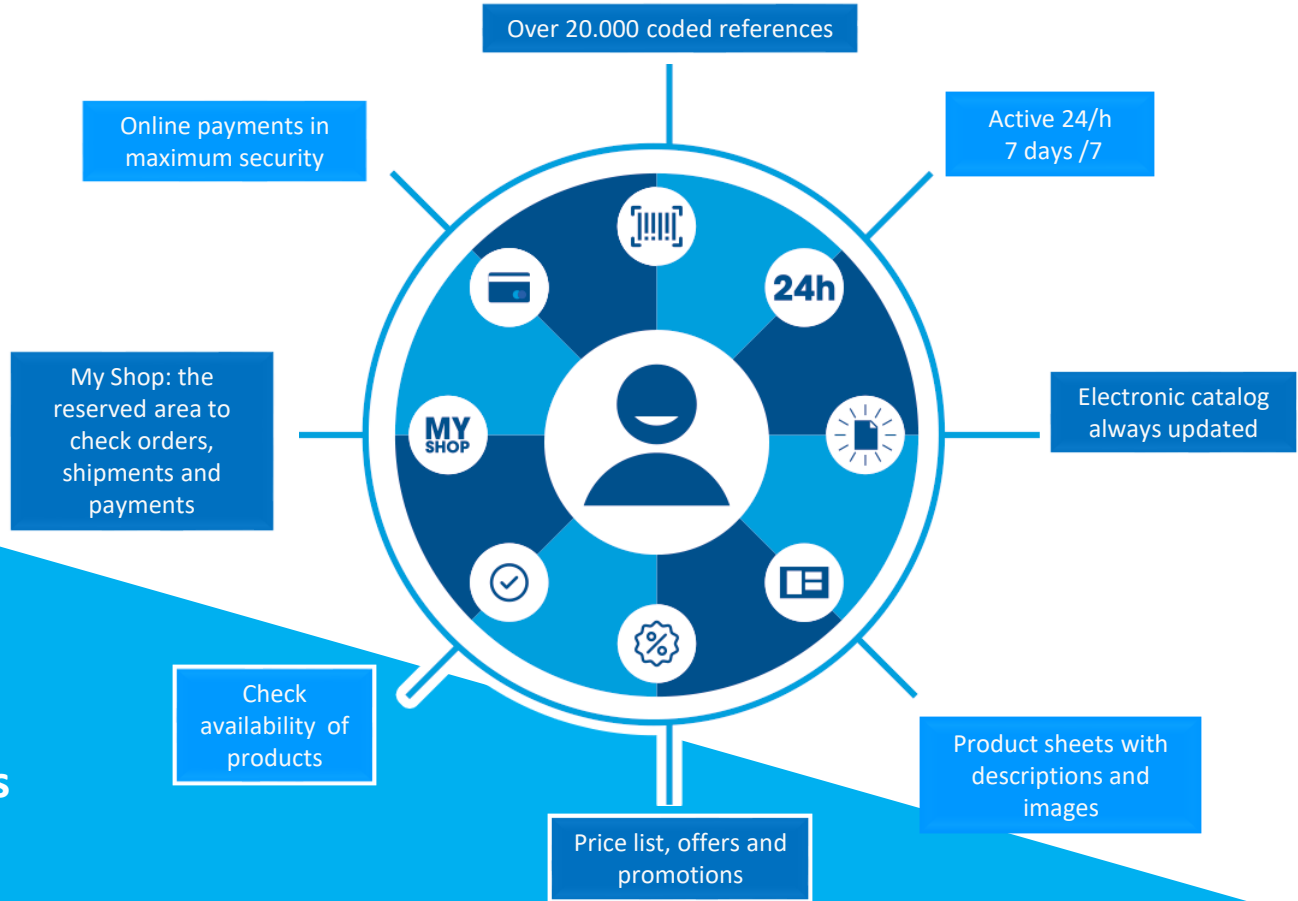
EDI TRASMISSION

The EDI transmission management and control system for the transmission of commercial documents of any nature and kind.



B2B SOLUTION

shop.dbline.it 
B2B VIDEOGAMES



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



CHANNELS

MASS RETAIL CHANNEL	LARGE SCALE SPECIALIZED RETAILERS

GAMEPEOPLE

NORMAL TRADE

E-COMMERCE

SPECIAL BUSINESS

SPECIALIZED



SPECIALIZED FRANCHISING NETWORK



75

POINT OF SALE





SPECIALIZED FRANCHISING NETWORK



- 

Telesales Team Dedicated

- 

Trade Marketing

- 

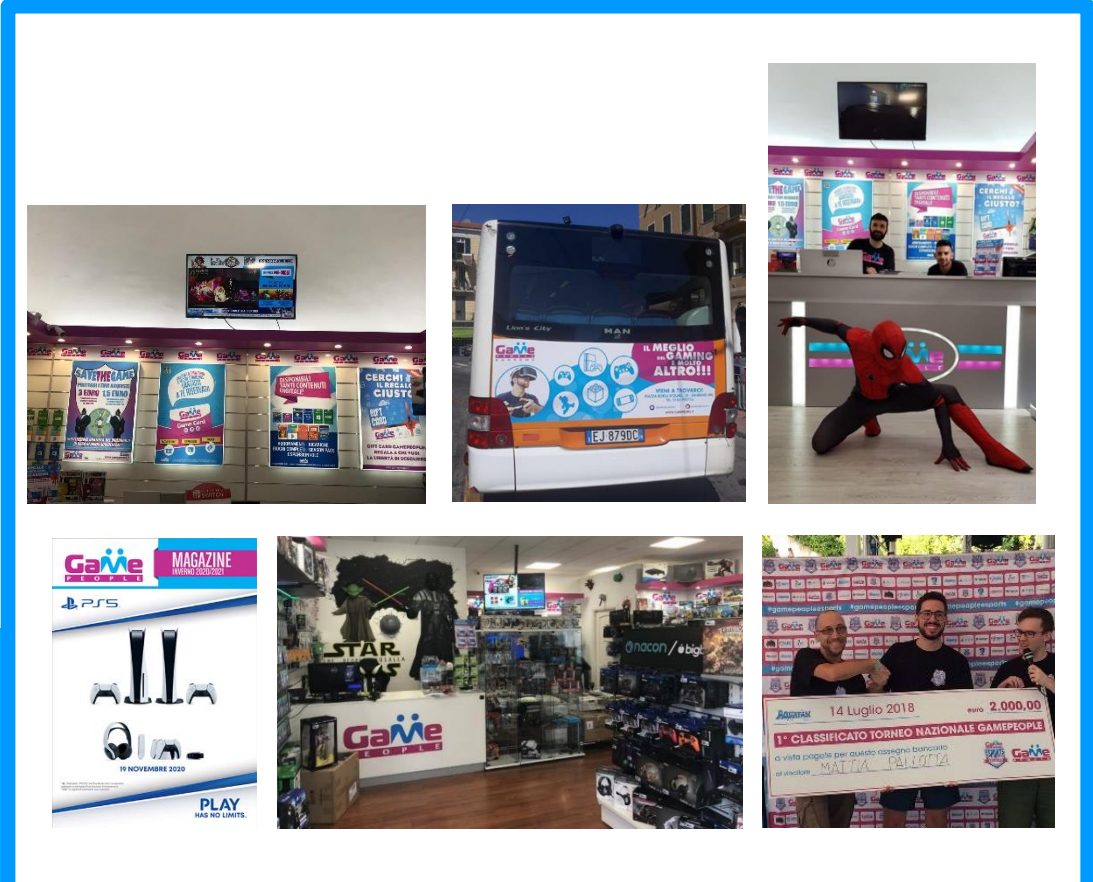
Digital Delivery

- 

Advanced Logistic

- 


GP In Store Communicator






MASS RETAIL CHANNEL






Merchandising




Edi Data Transmission




National Key Account Management



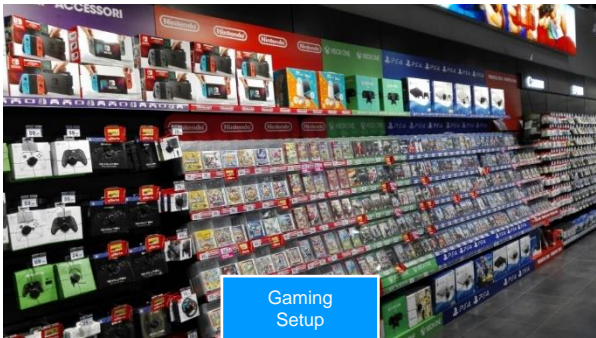
Db-Line Category Management




Advanced Logistic




Cross Docking




Gaming Setup




Esselunga Leaflet



Dedicated Steup



Panaorama Expo



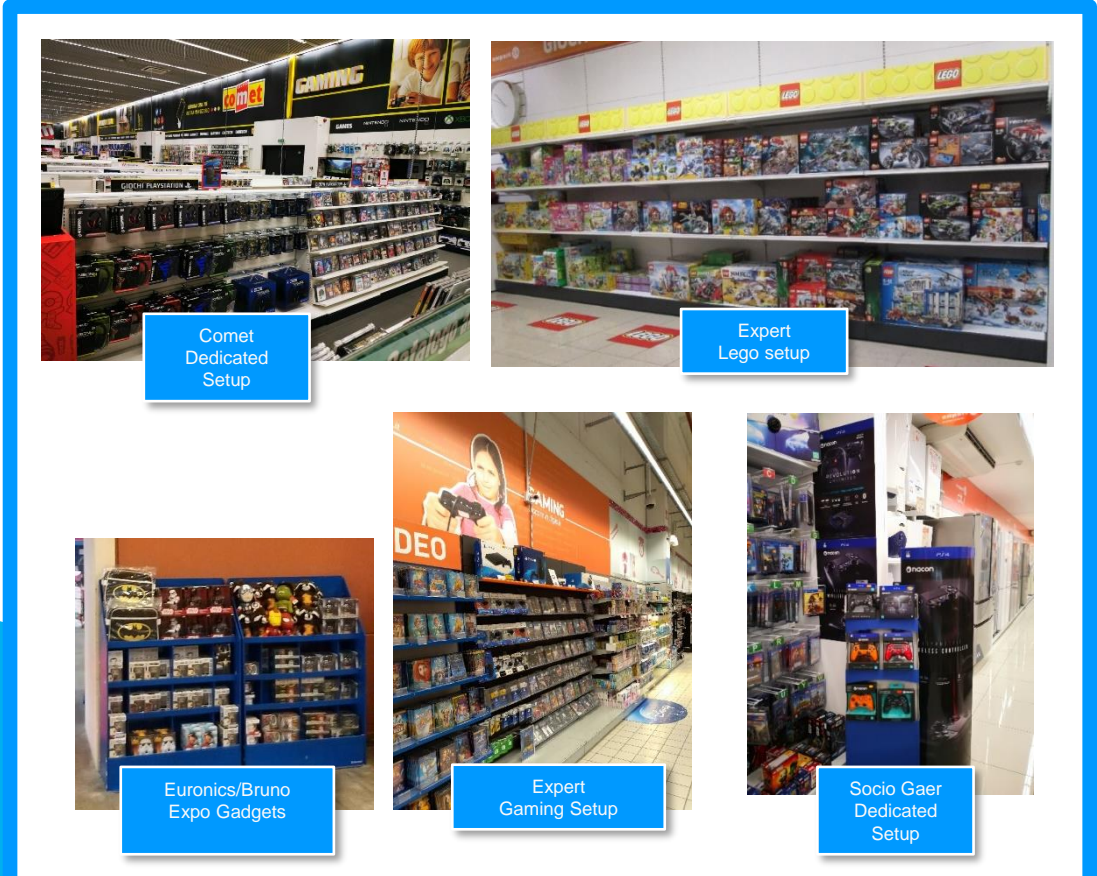
Esselunga Expo Day One



**LARGE SCALE
SPECIALIZED RETAILERS**



- Merchandising**
- Edi Data Transmission**
- National Key Account Management**
- Db-Line Category Management**
- Advanced Logistic**
- Cross Docking**



Comet
Dedicated
Setup

Expert
Lego setup

Euronics/Bruno
Expo Gadgets

Expert
Gaming Setup

Socio Gaer
Dedicated
Setup



E-COMMERCE



SISTEMI EDI | **Edi Data Transmission**

NETSHOP CONNECTION | **Electronic Catalog**

WUUU | **Advanced Logistic**

DS | **Drop Shipping**

Amazon - Bundle Exclusive



SPECIAL BUSINESS



 **National Key Account Management**

 **Advanced Logistic**



PRODUCT CATEGORIES

GAMING

HARDWARE

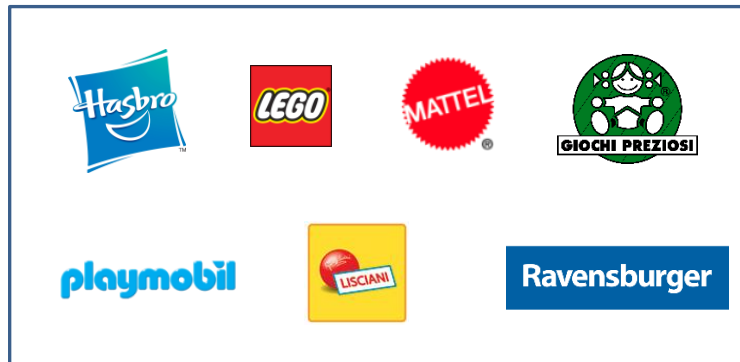
SOFTWARE

GAMING ACCESSORIES



PRODUCT CATEGORIES

TOYS



OUTDOOR



CARDS



BOX GAMES



FIGURES - GADGETS





PRODUCT CATEGORIES

ELETTRONICS - TECHNOLOGY

Tribe **SAMSUNG**

BuddyPhones® **Trust**

DIGITAL DELIVERY

SONY  **Microsoft**  **STEAM®**

ACTIVISION | **BILZARD** 

 **TIM**  **WINDTRE**  **vodafone**

HOME VIDEO

 **KOCH MEDIA** 

HEALTH WELLNESS

baby bell  



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