






DbLine.it
videogames toys digital


videogames


toys


digital



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



54 MIL. €
TURNOVER 2019



775
CUSTOMERS SERVED



2.158
POINT OF SALES



32.392
NUMBER OF DELIVERIES



CHANNELS

GDO	GDS
	

GAMEPEOPLE



SPECIALIZED FRANCHISING NETWORK

NORMAL TRADE



E-COMMERCE



SPECIAL BUSINESS



SPECIALIZED





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.

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.

EDI TRASMISSION



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

DIGITAL DELIVERY



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



SPECIALIZED FRANCHISING NETWORK



60
POINT
OF SALE





SPECIALIZED FRANCHISING NETWORK



**Telesales Team
Dedicated**



Trade Marketing



Digital Delivery



Advanced Logistic



**GP In Store
Communicator**





GDO

Auchan

ESSELUNGA

PANORAMA

ALDI

iper

CONAD

Carrefour



Merchandising



Edi Data Transmission



National Key Account Management

DbLine category

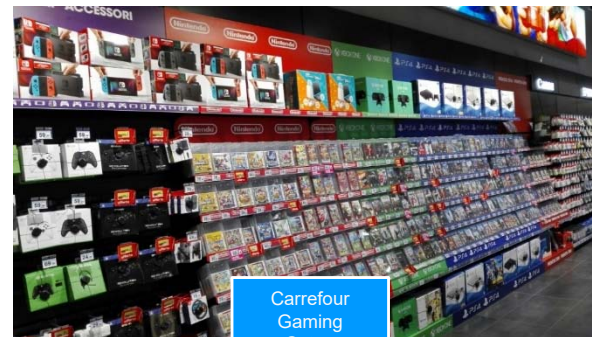
Db-Line Category Management



Advanced Logistic



Cross Docking



Carrefour
Gaming
Setup



Esselunga
Leaflet



Carrefour
dedicated
Steup



Panaorama
Expo



Esselunga
Expo
Day One



GDS



Merchandising



Edi Data Transmission



National Key Account Management



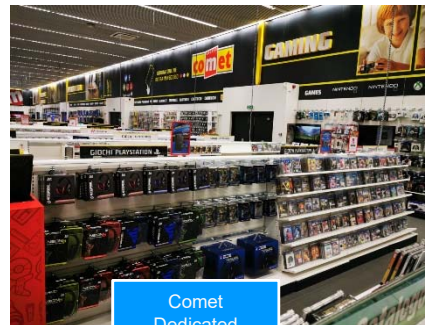
Db-Line Category Management



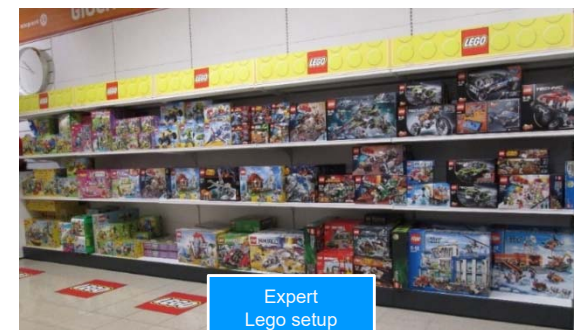
Advanced Logistic



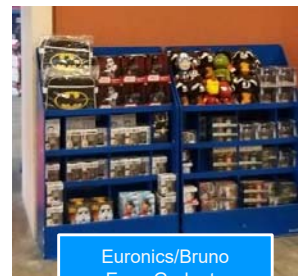
Cross Docking



Comet
Dedicated
Setup



Expert
Lego setup



Euronics/Bruno
Expo Gadgets



Expert
Gaming Setup



Socio Gaer
Dedicated
Setup



E-COMMERCE


amazon

ePRICE


ibs.it

yeppon


GROUPON




Edi Data Transmission



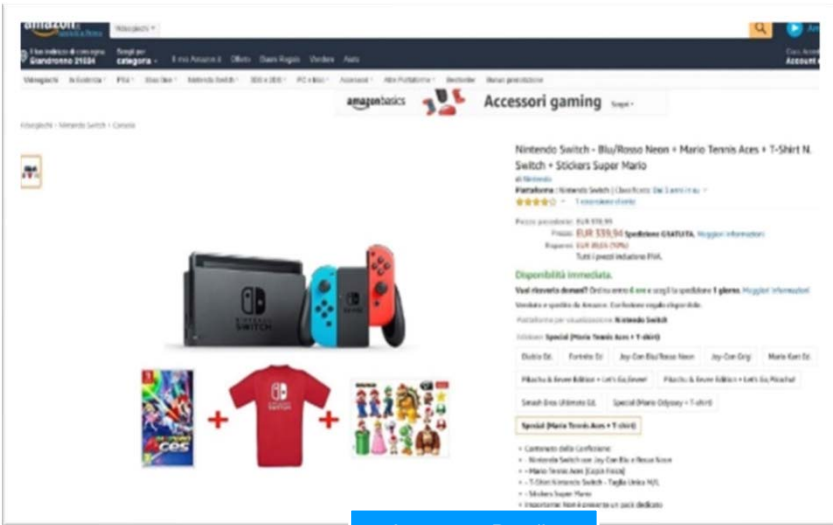
Electronic Catalog



Advanced Logistic



Cross Docking





Amazon – Bundle Exclusive




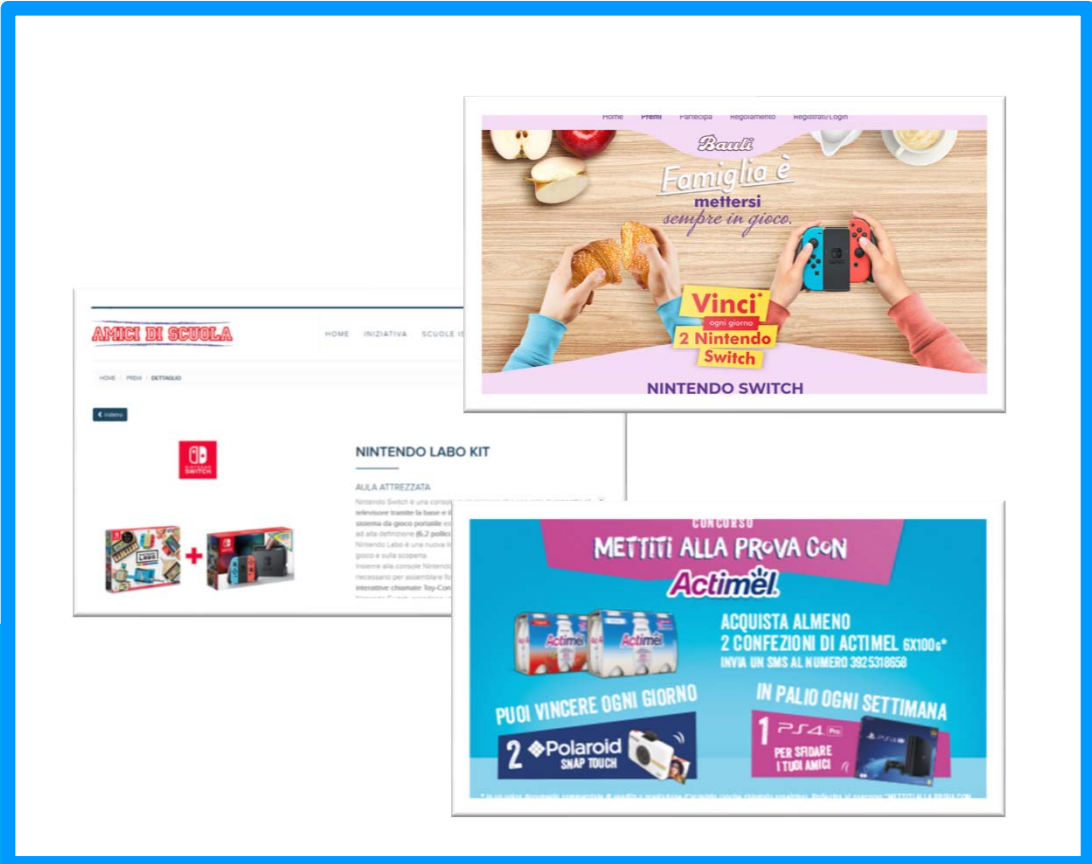
SPECIAL BUSINESS



 **National Key Account Management**

 **Advanced Logistic**

 **Cross Docking**

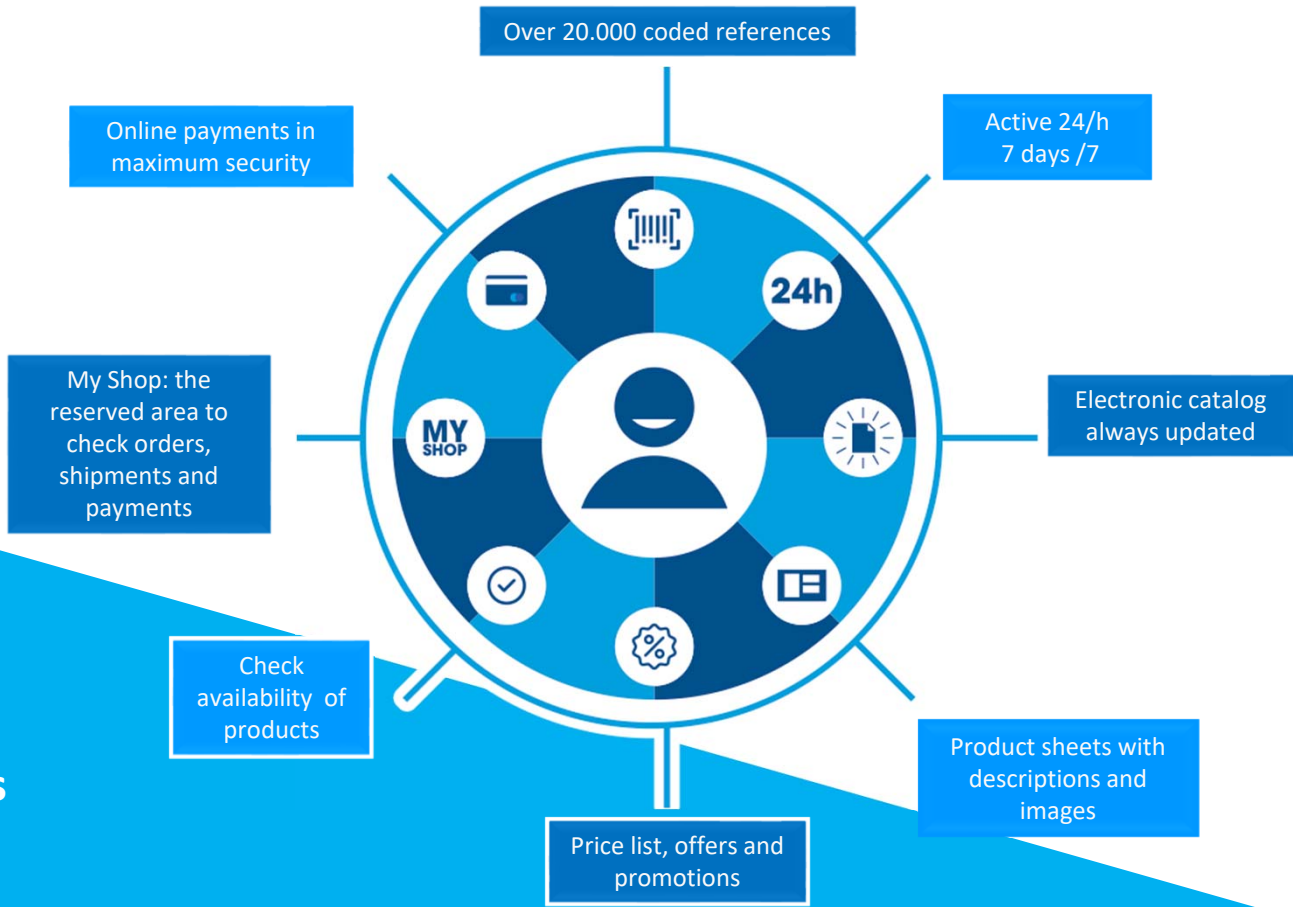


The screenshot shows a website interface with a contest banner. The banner features a wooden table with hands holding bread and a Nintendo Switch. Text on the banner includes "Bavelli Famiglia è mettersi sempre in gioco." and "Vinci ogni giorno 2 Nintendo Switch". Below the banner, there are sections for "AMICI DI SCUOLA" and "NINTENDO LABO KIT". At the bottom, there is a contest advertisement for "Actimel" with the text "METTITI ALLA PROVA CON Actimel", "ACQUISTA ALMENO 2 CONFEZIONI DI ACTIMEL 6x100cl+", and "PUOI VINCERE OGNI GIORNO 2 Polaroid SNAP TOUCH" and "IN PALIO OGNI SETTIMANA 1 PS4 PER SFIDARE I TUOI AMICI".



SHOP.DBLINE.IT

shop.dbline.it 
B2B VIDEOGAMES




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




PRODUCT CATEGORIES

GAMING

HARDWARE



Microsoft



Nintendo

SONY

SOFTWARE



Microsoft



Nintendo

SONY

ACTIVISION | **BLIZZARD**



BANDAI NAMCO
Entertainment

Digital Bros
digital entertainment



EA

KOCH MEDIA



T2
TAKE TWO
INTERACTIVE



UBISOFT



WB
GAMES




MILESTONE




BIGBEN


GAMING ACCESSORIES




BIGBEN



nacon




AUDEZE




WHITE SHARK


Serafim




qubick



HORI




plantronics




Two dots

logitech




Trust



TURTLE BEACH

THRUSTMASTER



Q-GAME
By QUANTARES



PRODUCT CATEGORIES

TOYS



OUTDOOR



FASHIONABLE



FIGURES - GADGETS



BOX GAMES



COLLECTABLE CARDS





PRODUCT CATEGORIES

ELETTRONICS - TECHNOLOGY

Tribe

SAMSUNG

Trust

BuddyPhones®

DIGITAL DELIVERY

SONY

 Microsoft

 STEAM®

Nintendo

ACTIVISION | BLIZZARD

HOME VIDEO

Disney

20th CENTURY FOX

WARNER BROS. PICTURES

UNIVERSAL

KOCH MEDIA

SONY PICTURES

HEALTH WELLNESS

baby bell





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