

# Reporter<sup>®</sup>

SINCE  
1977



## Company Profile



[www.reporter-fiab.it](http://www.reporter-fiab.it)



Update September 2K12

# Reporter<sup>®</sup>

SINCE  
1977



## Gentlemen,



This is to bring to your kind attention this explanation in order to introduce our company that is active on the market since 1977 and it is currently in a position of leadership in the photo-field of accessories such as bags, tripods, video light, energy, and accessoris for reflex (SLR) and laptop, albums, frames and photo frames.








# Reporter<sup>®</sup>

SINCE  
1977

## The experience REPORTER



-  Our company has been in business since 1977, when it began manufacturing bags for work and photography
-  Over the years it has evolved from a manufacturing company in a trading company specialized in the distribution of bags, tripods, albums, frames, photo frames, products and accessories for photography, and computer science
-  The products are designed and studied in Italy thanks to the company's decades of know-how and production is entrusted to a series of carefully selected manufacturers eastern
-  The choice of products is dictated by constant research, research of new materials and new solutions to stay ahead in relation both to the changing needs of the market and to boost technological innovation;
-  Research and development are therefore oriented to an increasingly competitive both from a point of view of the quality that the price.



# Reporter<sup>®</sup>

SINCE 1977

## Who is REPORTER?



Our network covers the whole territory



N. 25 agencies



Our customers consists of:



Over 600 retailers



Operators G.D.O. and specialized among the most important in Italy:



# Reporter<sup>®</sup>



## The sales network REPORTER



Our agencies located throughout the territory place periodically activities concerning:



### MERCHANDISING

On average every 2/3 weeks with the arrangement of linear and consequent reordering products



### ROTATION PRODUCTS

Interaction with the manager / employee department, sales performance monitoring, replacement of references with not a good sale



### PROMOTIONAL

possibility of subjecting initiatives, targeted promotions also with the aid of contributions



### CONSULTING

Explanation and characteristics of products, mode display, cluster and sales solutions



# Reporter<sup>®</sup>

SINCE  
1977

## LOGISTICS



Reporter has a structure of over 3500 square meters;



The movement of goods within the warehouse is entrusted to modern systems of management readable to ensure minimal risk of error and the maximum speed of the order;



It is also possible to check real-time and on-line the process of the order acceptance evasion, to delivery to the customer's home



And it is situated in a strategic position at the mouth of the great thoroughfares, roads, railways and airports.



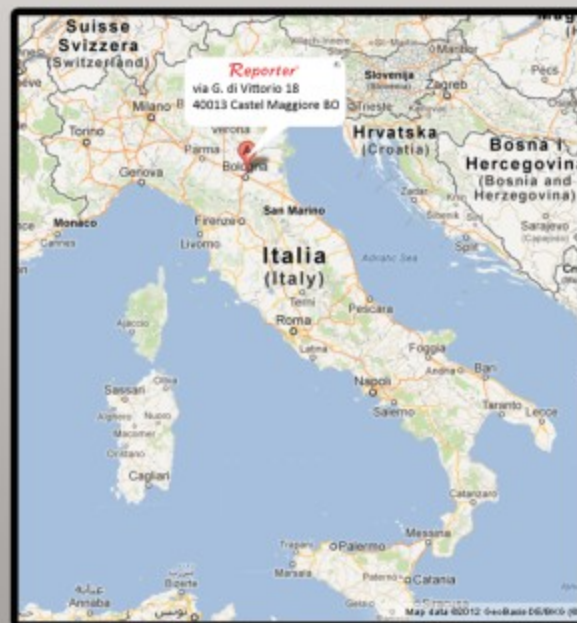
# Reporter<sup>®</sup>



## Our head office:



## How to reach us:



contacts:

[reporter@reporter-fiab.it](mailto:reporter@reporter-fiab.it)

tel. 051-6328711

Fax. 051-6325380

[www.reporter-fiab.it](http://www.reporter-fiab.it)



# Reporter<sup>®</sup>

SINCE  
1977



## STRONG POINTS



Knowledge of the photo accessory market;



The sales network already established over the years;



Create value to the brand through intensive planning advertising in professional journals;



Widespread distribution of products;



Presence at the most prestigious fairs



A wide range of products to cover every need in photography;



An excellent quality / price ratio





# Reporter<sup>®</sup>

SINCE  
1977

EXAMPLES OF ADVERTISING PAGES OF RECENT RELEASES



ALMANACCO fotografare

FOTOcult

FOTO-NOTIZIARIO

SellOut

CONDOLMER ELECTRONICS  
trade



# Reporter<sup>®</sup>

SINCE  
1977



## PRODUCTS AND PACKAGING



# Reporter®

SINCE  
1977



The products have an attractive and explanatory packaging, designed for self-service. To this end have been included QR CODE, which allow customers to obtain additional information on your smartphone directly on point of sale.



esample of QR CODE  
Reporter / b-grip



# Reporter<sup>®</sup>

SINCE  
1977

## EXPOSURE



Possibility of setting up the cluster using a space dedicated to the point of sale



Possibility of setting up a cluster with exhibitors made and designed ad hoc by Reporter



# Reporter<sup>®</sup>

SINCE  
1977

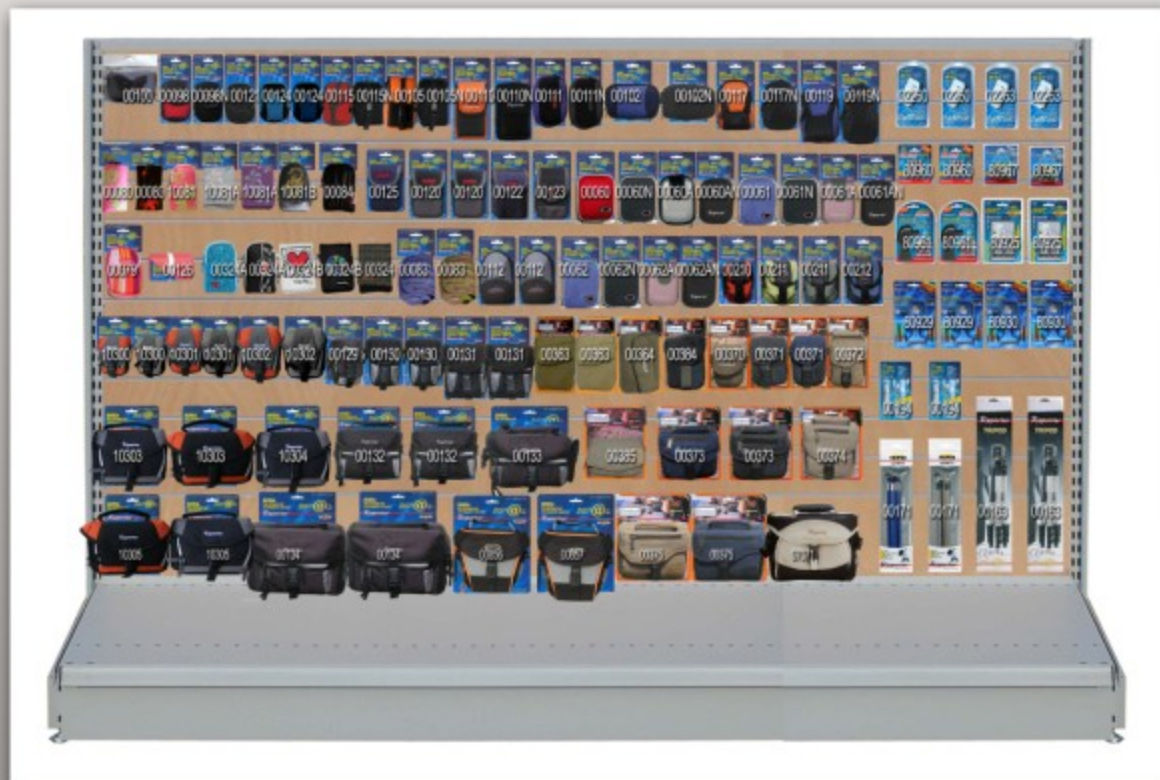
## EXAMPLE OF CLUSTER REPORTER



# Reporter<sup>®</sup>



## EXAMPLE OF CLUSTER REPORTER



# Reporter<sup>®</sup>

SINCE  
1977



## EXAMPLE OF CLUSTER CLEANING KIT



# Reporter<sup>®</sup>

SINCE  
1977

## REPORTER FOR THE REFLEX



The range Reporter takes care and enriches the SLR camera....

Protection LCD monitor

Cleaning kit - Memory box

Shoulder-straps / hand-straps

Battery grip Remote control

- Bags and tripods

Battery and battery chargers

UV, CPL Filters and Lens caps

Dedicated lens hood





# Reporter<sup>®</sup>

SINCE  
1977

## Why REPORTER?



Search for new materials and new solutions



Utmost care and attention to details and specifications of the product range with the use of:  
scratch-resistant closures



waterproof zippers

anti-rain and anti-heat cap



# Reporter<sup>®</sup>

SINCE 1977

## Why REPORTER?



An answer for every need, from the smallest media device:



To the most demanding requirements of the professional



# Reporter<sup>®</sup>

SINCE 1977

## REPORTER RANGE



POUCH & CASE ( for DVD, PSP, NDS, GPS ecc... )



Tripod

■ Pro-Line ■



Battery & Charger

ENE-Ready



Pouch & Case for camera



Laptop Bags



Overland  
World Track Expedition

Professional Bags



# Reporter<sup>®</sup>

SINCE  
1977

## REPORTER RANGE



Flash e Video Light



Filter e Caps



LCD Protector



Photoglobe



Album Memo Reporter



Magnetic Frames



Photoframes



Photoframes



# Reporter®

SINCE 1977

## OUR EXCLUSIVE:



Download our Catalogue  
ACCESSORIES  
in your iPhone / iPad



Download our Catalogue  
PHOTOALBUMS e PHOTOFRAMES  
in your iPhone / iPad

