

HELLO, LET ME INTRODUCE

SOUNDMASTERS

heartfelt music

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COMPANY OVERVIEW

MISSION

To provide our clients with high-quality, innovative and premium consumer electronic products and, fostering long-term partnerships built on trust and mutual success.

VALUES

Passionate.
Trusted.
Innovative.

Delivering results through customer-centric teamwork.

Building success together.

A values-driven team committed to exceeding expectations with integrity, reliability, and innovation.

Your trusted partner.
Powered by passion.

Where experience meets innovation, dedicated to delivering exceptional results with a customer-first focus.





+20 years

Delivering excellence to both end-consumers and business clients in partnership with industry leaders like Harman Kardon, JBL, AKG, Lenco, Art Sound, Alecto, Taga Harmony and other CE brands.

↗ Decades of expertise

↗ Premium brands

↗ Exceptional results

Passionate about delivering exceptional results
by combining our knowledge in diverse fields.

INDUSTRY EXPERIENCE



TEAM EXPERTISE



MIHAI LUNGU
Founder

With over 35 years of experience in the audio industry, Mihai is a foundational figure in shaping the Romanian market for audio equipment. His dedication to excellence and his portfolio of top-tier brands have established Sound Masters as a leader in its field.



ALIN COMAN
CEO & Partner

Alin brings over a decade of expertise in developing and managing companies across diverse industries. Since joining Sound Masters in 2018, he has played a pivotal role in driving the company toward new horizons and ensuring its continued growth.



LAURA LUNGU-COMAN
Marketing Director & Partner

A key member of the team since its early days, Laura is committed to adapting the company's communication strategies to market trends and customer preferences. She believes in the importance of integrity in messaging, which aligns with the high-quality standards of the brands in the Sound Masters portfolio.



THE SOUNDMASTERS Team

Sound Masters is supported by a dedicated team of 20 professionals, organized into sales, finance, logistics, service, and marketing departments, ensuring seamless operations and exceptional customer service.



15 YEARS OF CONTINUOUS GROWTH

SoundMasters proudly serves as the exclusive authorized importer and distributor in Romania for some of the most prestigious names in the global audio industry.



PERIOD	2017	2018	2019	2020	2021	2022	2023	2024
Turnover	€ 2.166.710	€ 4.168.529	€ 7.771.363	€ 9.317.058	€ 9.277.391	€ 18.625.732	€ 22.993.089	€ 25.500.000
Products sold	81.029	102.802	153.613	160.139	148.191	252.613	316.708	322890
YOY Turnover	-	192%	186%	120%	100%	201%	123%	111%
YOY Products sold	-	127%	149%	104%	93%	170%	125%	102%

JBL

A global leader in acoustic engineering, JBL combines cutting-edge technology with versatile designs. With accolades such as CES Innovation Awards and Red Dot Awards, JBL continues to dominate in lifestyle, professional, and automotive audio sectors.



JBL Live 770NC Headphones



Premium over-ear headphones offering a blend of superior sound quality and comfort for immersive listening experiences.



JBL GO 4
Portable Speaker



A compact Bluetooth speaker delivering clear and powerful sound in a pocket-sized design.



JBL Partybox Club
120



An advanced party speaker designed to deliver powerful sound and an engaging light show, perfect for any celebration or event.

STAR
PRODUCTS

Harman/Kardon

Renowned for its luxurious products crafted from premium materials, Harman/Kardon stands as a hallmark of excellence in the high-fidelity audio sector. The brand has garnered numerous accolades, including an impressive 457 design and technology awards, underscoring its commitment to exceptional audio quality and innovative design.



STAR PRODUCTS

Harman Kardon
Luna



A portable Bluetooth speaker with sophisticated design and excellent sound quality, perfect for both indoor and outdoor settings.

Harman Kardon Aura
Studio 4



A wireless speaker that combines high-quality audio with a stunning visual design, ideal for modern homes.

Harman Kardon
Onyx Studio 8




A premium Bluetooth speaker offering immersive sound and a sleek design.

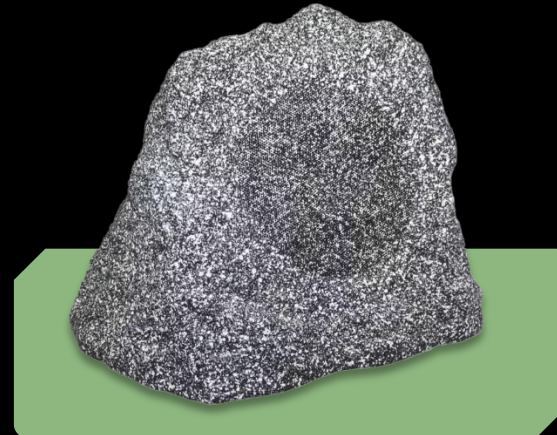
ArtSound


This Belgian brand transforms sound into an experience, offering easy-to-use and stylish products that energize any space. With a focus on accessible innovation, ArtSound delivers quality audio solutions for every occasion.



ArtSound UNI40 –
Black 


A passive speaker designed for high-quality, durable sound reproduction in various environments.



ArtSound Rock 130W 

A powerful outdoor speaker designed to blend with natural surroundings, perfect for garden or patio use.



ArtSound
SmartZone 4 

A versatile audio management system that allows seamless control of multiple audio zones, delivering high-quality sound tailored to diverse environments.

STAR
PRODUCTS

Lenco

For over 75 years, Lenco has embodied Swiss precision in consumer electronics. Its products blend vintage charm with state-of-the-art technology, ensuring reliability and style in equal measure.



STAR PRODUCTS

Lenco MC-160WD Pick-Up



A high-quality turntable that combines retro charm with modern functionality, offering both vinyl and digital recording options.

Pick-Up Lenco LBT-225WA



A stylish turntable combining modern functionality with vintage aesthetics, featuring wireless connectivity for a seamless and enjoyable music experience.

Pick-up Lenco L-3818BK



A sleek and reliable turntable, perfect for vinyl enthusiasts seeking quality sound and straightforward operation, blending modern design with classic playback.

**MINI/BLUET
SPEAKERS**

**Romania Panelmarket
Hitlist**

**November
2024**

MARKET POSITION 1/5

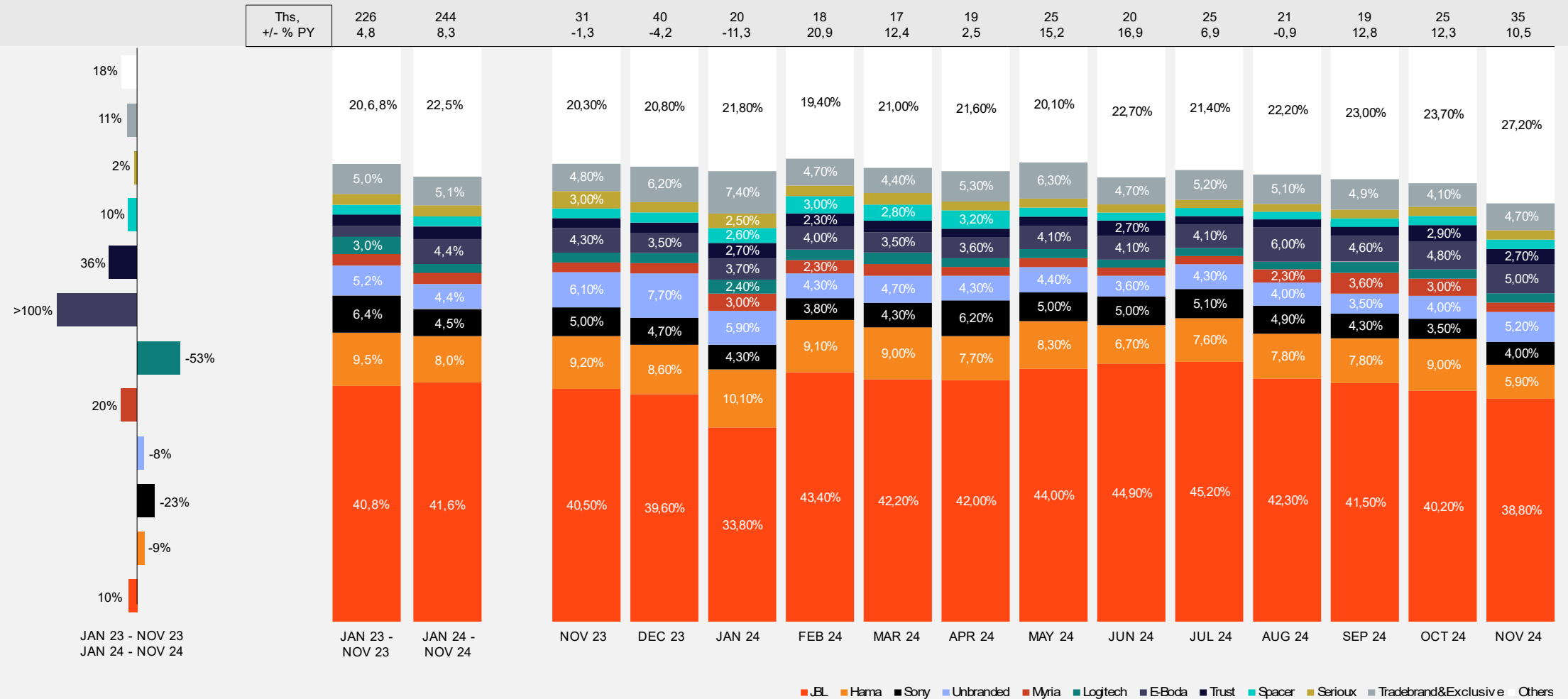
NO.	ITEM	BRAND	TYPE OF DOCKING	PORTABLE DEVICE	UNITS	VALUE RON	VALUE EUR	UNITS %	VALUE RON %	PRICE RON	PRICE EUR
	TOTAL	TOTAL			34,509	19,493,983	3,918,389	100.0	100.0	565	114
1	PARTYBOX ULTIMATE	JBL	BLUETOOTH ONLY	NON-PORTABLE	423	2,425,319	487,501	1.2	12.4	5,734	1,152
2	PARTYBOX STAGE 320	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	894	2,164,191	435,013	2.6	11.1	2,420	486
3	PARTYBOX 710	JBL	BLUETOOTH ONLY	NON-PORTABLE	557	1,906,080	383,132	1.6	9.8	3,420	687
4	PARTYBOX CLUB 120	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	1,035	1,670,423	335,763	3.0	8.6	1,614	324
5	BOOMBOX 3	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	408	829,285	166,690	1.2	4.3	2,033	409
6	GO 4	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	2,367	577,832	116,147	6.9	3.0	244	49
7	FLIP 6	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	1,172	571,582	114,891	3.4	2.9	488	98
8	CHARGE 5	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	770	533,605	107,257	2.2	2.7	693	139
9	CHARGE ESSENTIAL 2	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	1,083	529,208	106,373	3.1	2.7	489	98
10	GO + PLAY 3	HARMAN-KAROON	BLUETOOTH ONLY	PORTABLE DEVICE	384	494,221	99,341	1.1	2.5	1,287	259
11	PARTYBOX ENCORE	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	332	472,064	94,887	1.0	2.4	1,422	286
12	PARTYBOX ENCORE ESSENTIAL	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	316	329,076	66,146	0.9	1.7	1,041	209
13	XTREME 4	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	217	294,206	59,137	0.6	1.5	1,356	273
14	XTREME 3	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	245	263,722	53,010	0.7	1.4	1,076	216
15	ULT FIELD 7 SRSULT?O_	SONY	BLUETOOTH ONLY	PORTABLE DEVICE	174	252,684	50,791	0.5	1.3	1,452	292
16	PARTYBOX 110	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	161	238,028	47,845	0.5	1.2	1,478	297
17	MX-T70	SAMSUNG	BLUETOOTH ONLY	NON-PORTABLE	144	234,398	47,115	0.4	1.2	1,628	327
18	GO ESSENTIAL	JBL	BLUETOOTH ONLY	PORTABLE DEVICE	1,988	226,112	45,450	5.8	1.2	114	23
19	AURA STUDIO 4	HARMAN-KARDON	BLUETOOTH ONLY	NON-PORTABLE	124	179,675	36,116	0.4	0.9	1,449	291
20	ULT FIELD 1SRSULT10_	SONY	BLUETOOTH ONLY	PORTABLE DEVICE	422	169,251	34,021	1.2	0.9	401	81
	OTHERS	OTHERS			21,292	5,133,019	1,031,763	61.7	26.3	241	48

**MINI/BLUET
SPEAKERS**

**Romania
Panelmarket**

**Jan 23 – Nov 23 –Nov 24
Sales Units %**

MARKET POSITION 2/5

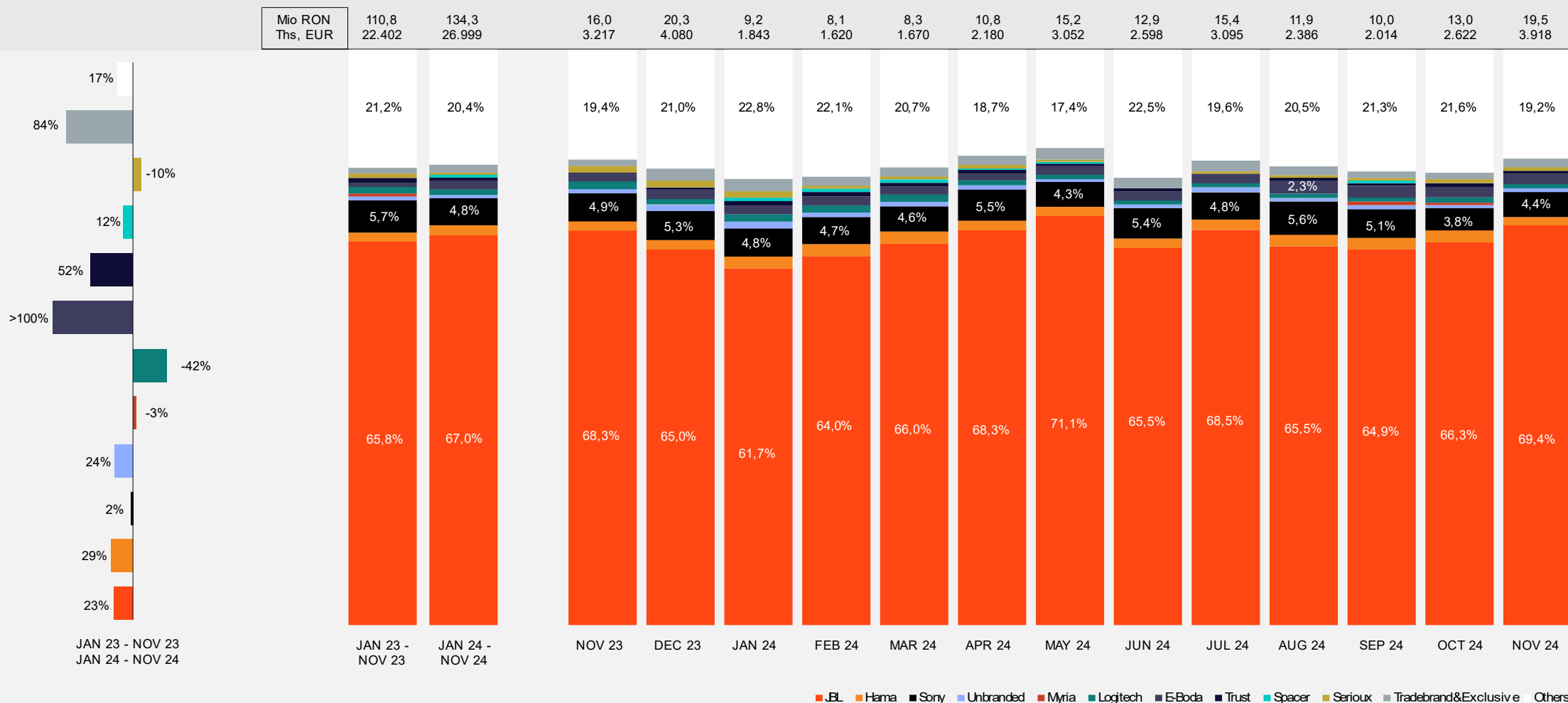


**MINI/BLUET
SPEAKERS**

**Romania
Panelmarket**

**Jan 23 – Nov 23 –Nov 24
Mio RON%**

MARKET POSITION 3/5

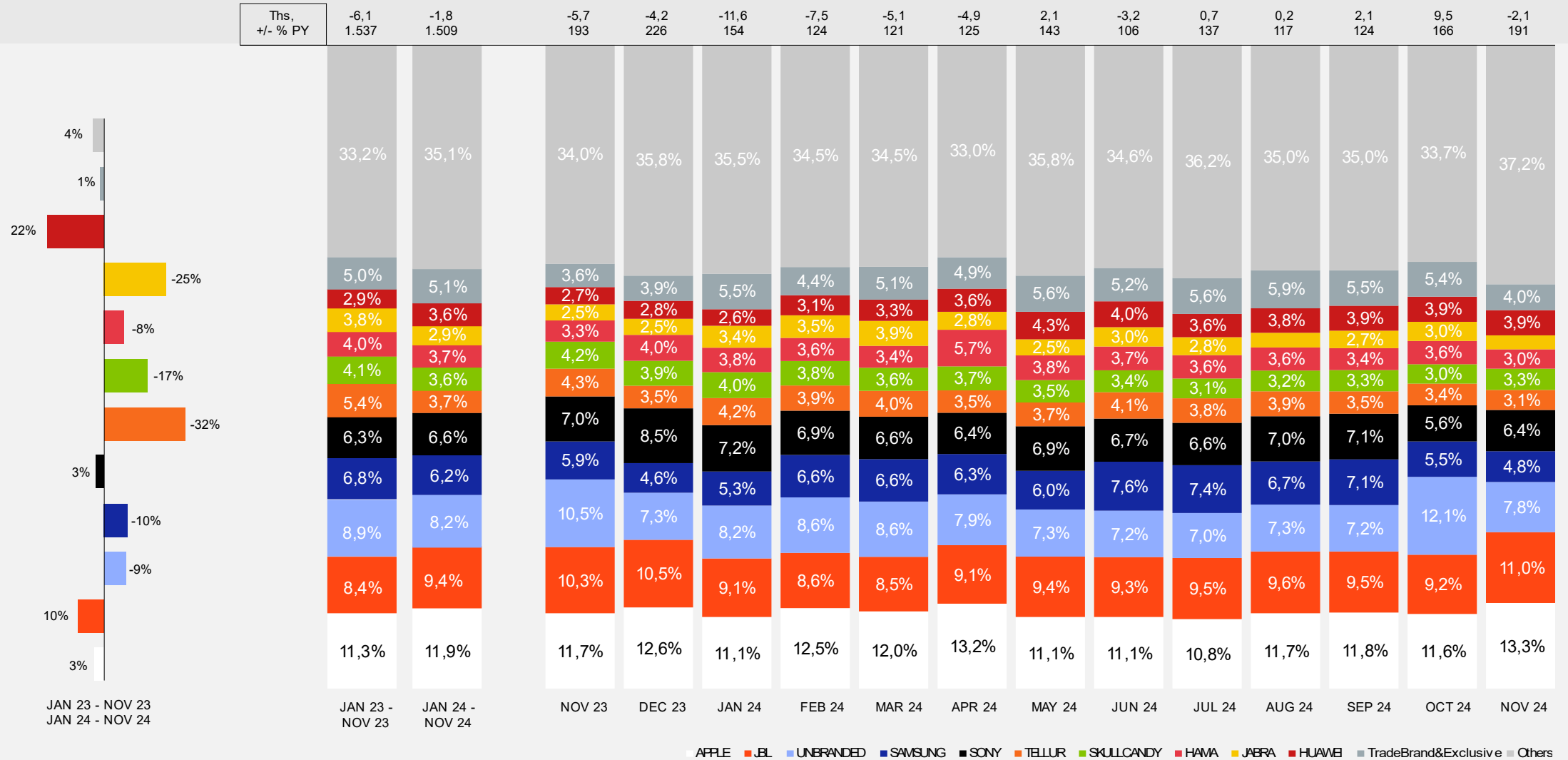


HEADSETS

**Romania
Panelmarket**

**Jan 23 – Nov 23 –Nov 24
Sales Units %**

MARKET POSITION 4/5

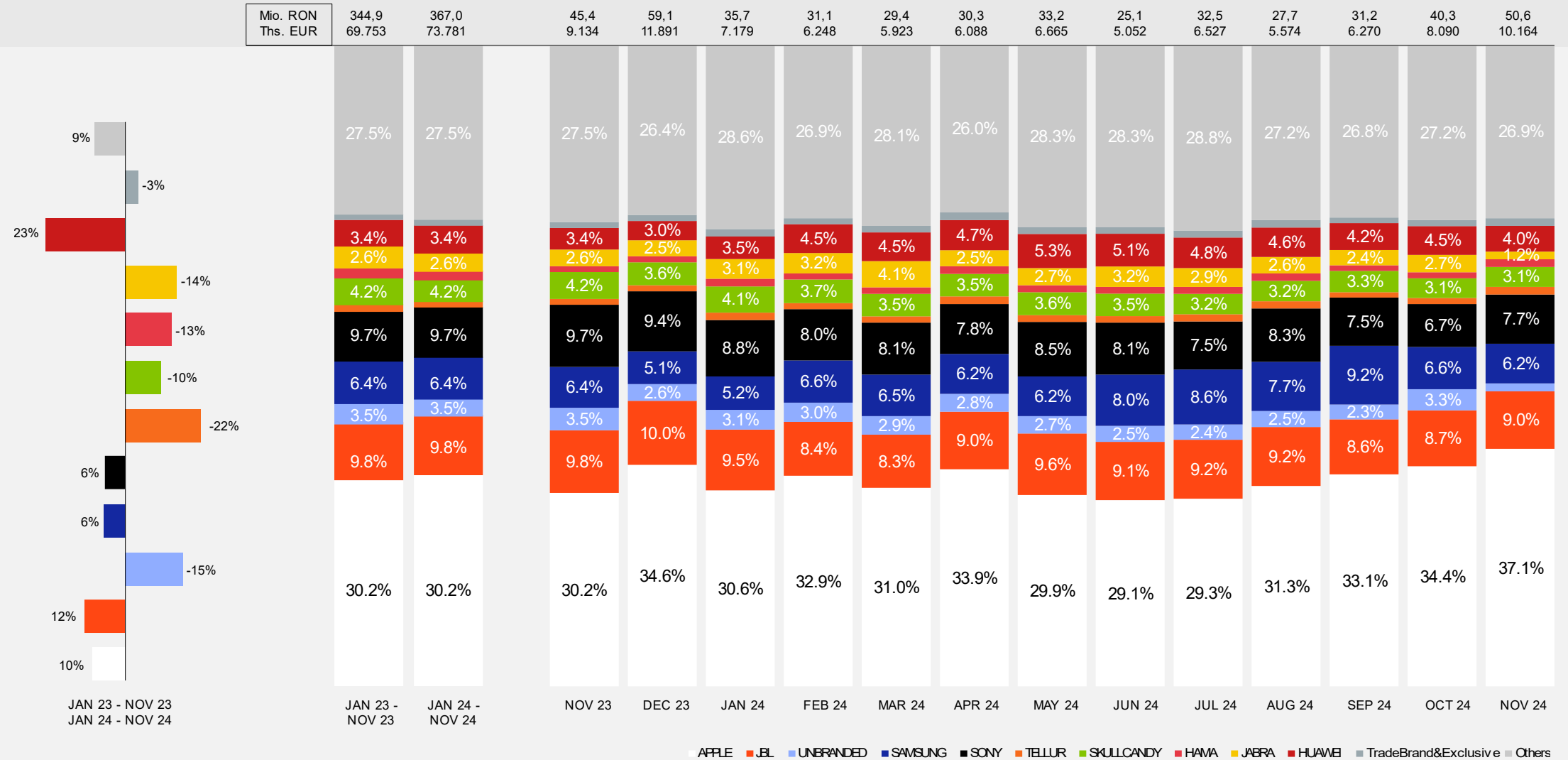


HEADSETS

Romania
Panelmarket

Jan 23 – Nov 23 – Nov 24
Mio. RON, %

MARKET POSITION 5/5



DISTRIBUTION PARTNERS





PARTNERSHIP BENEFITS

100+
Collaborations



- **Instant Romanian Market Access:** Tap in to our established network and reach Romanian customers immediately.
- **Local Market Expertise:** Benefit from our deep understanding of the Romanian audio landscape and consumer preferences.
- **Expanded Distribution Channels:** Extend your reach via our online presence, retail partnerships, and dealer network across Romania.
- **Reduced Distribution Costs:** Outsource logistics and local operations, saving time and resources.
- **Sales expertise:** Drive significant sales growth through our targeted marketing and sales efforts.

- **Enhanced Brand Visibility:** Boost your brand recognition in Romania through our marketing campaigns and local partnerships.
- **Focus on Your Core Business:** Let us handle distribution while you concentrate on product development and innovation.
- **Valuable Market Insights:** Receive direct feedback and market analysis from the Romanian market.
- **Long-Term Strategic Growth:** Build a sustainable presence in Romania through a mutually beneficial partnership.
- **Minimized Financial Risk:** Enter the Romanian market with minimal investment and reduced financial exposure.

OPERATIONAL EFFICIENCY

Actual

Storage	600 Square meter	3 Storage levels	400 Pallets total capacity
Offices	200 Square meter	2 Floors	24 Employees capacity

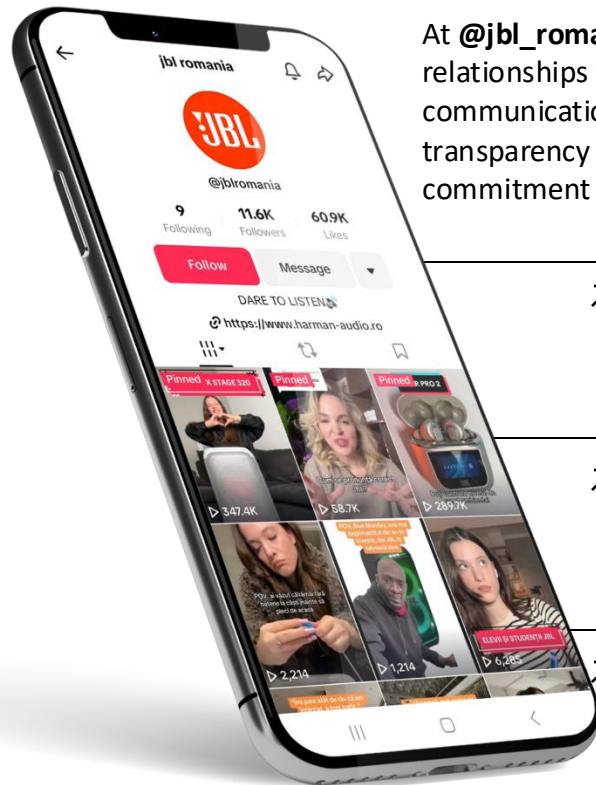
New facility Early 2025

Storage	1800 Square meter	3 Storage levels	1300 Pallets total capacity
Offices	350 Square meter	2 Floors	40 Employees capacity



COMMUNICATION & TRANSPARENCY

At [@jbl_romania](#), we build strong, strategic relationships through clear and open communication, ensuring professionalism and transparency in every interaction to uphold our commitment to quality.



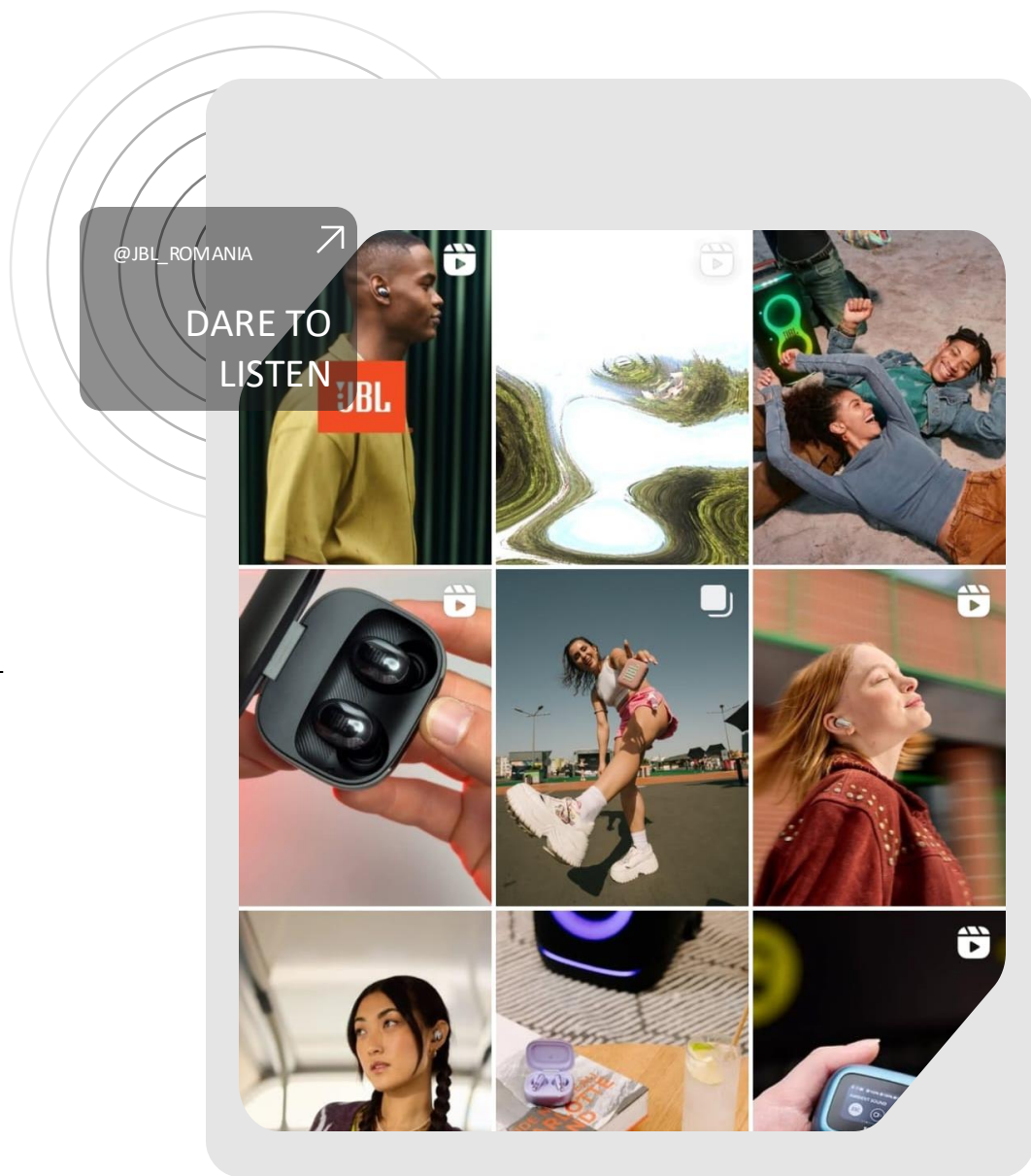
Instagram: [@jbl_romania](#)

1.342 Posts
19,2k Followers

TikTok: [@jblromania](#)

60.9k Likes
11.6k Followers

Website: [soundmasters.ro](#)





LET'S CONNECT



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THANK YOU!

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