

Number One in Professional Installations

- *One of the largest wholesalers in Slovakia*
- *Success through distribution of well-known, high-quality brand names*
- *Move to their own building in 2012*
- *Active in new technologies such as fiber optics and IPTV*

■ Wholesaler SORTEC's headquarters in Bratislava, Slovakia. SORTEC just leases this space and will move to their own new building in 2012.

Growth Through Quality

In 20 years a company went from starting off as a small installation operation to becoming the largest professional installer in Slovakia and at the same time has become one of the largest wholesalers in the country. We wanted to know more about SORTEC's success story. Their headquarters and main shop are located in the capital city of Bratislava within sight of a large shopping center in which among other things can be found a TESCO hypermarket.

SORTEC is not only an installer and wholesaler; they also operate five retail stores from which end users can buy anything they need for television signal reception. And if you can't visit the stores in person, you can buy from them online. Ľuboš Bezák, Manager of the E-shop, tells us more about them: "At the moment four of these stores can be found in western Slovakia with the fifth one in the east. But in 2012 we are planning to open up two

more shops in the east." SORTEC will then have Slovakia nicely covered with their satellite stores where you can find in addition to all the necessary satellite components, also everything for terrestrial reception. "Slovakia is currently in the transition phase from analog to



■ Ladislav Šmárik is SORTEC's Founder and President



digital terrestrial reception”, explains Ľuboš Bezák.

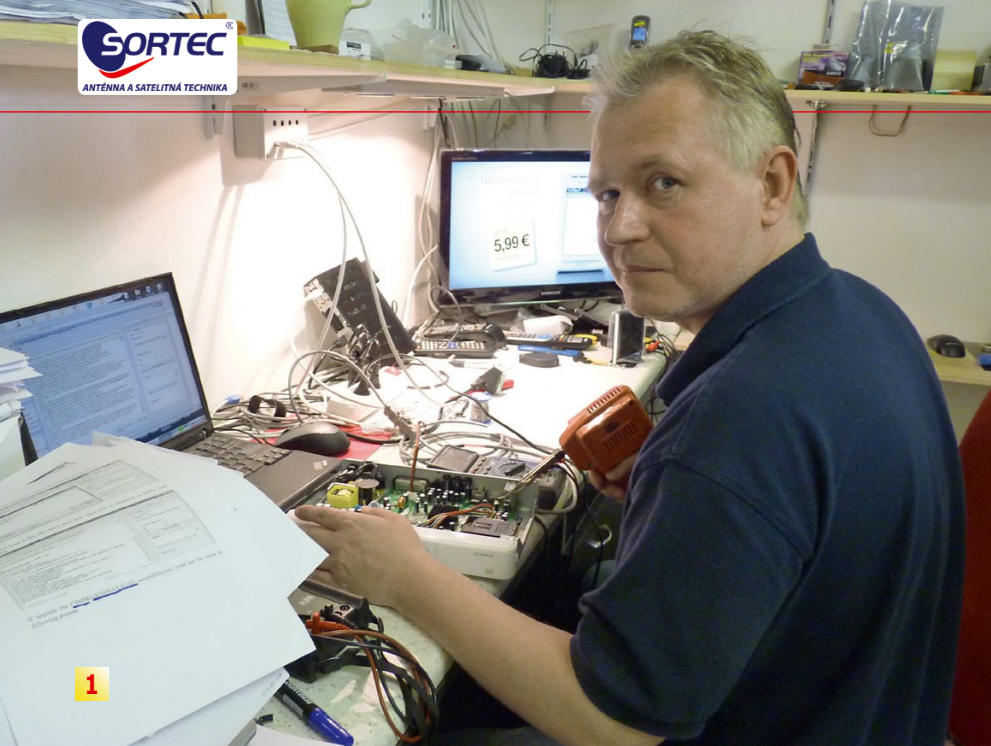
But these retail stores only make up about 15% of SORTEC’s business. “The largest portion of our sales comes from our wholesale business and our installation work”, explains E-shop Manager Ľuboš Bezák, “From our wholesale activity 90% of sales comes from installations and the remaining 10% comes from our cooperation with large store chains.” For these hyper markets and large electronic chains SORTEC delivers complete satellite systems that include dish, LNB and receiver.

“The most requested dish sizes in Slovakia are the 80cm and 90cm antennas; they make up about 90% of our dish sales”, says Ľuboš Bezák. “The reason for this is that for Slovaks the more attractive channels can be found on ASTRA at 23.5 east but there are also many free-to-air (FTA) channels on ASTRA at 19.2 east that they want to see”, continues Ľuboš Bezák. That’s why these larger dishes are fitted with monoblock LNBs so that both satellites can be received.

SORTEC was founded in 1992 by Ladislav Šmárik. Back then he was an antenna installer and was very successful with the installation of professional systems such as those for entire housing blocks in larger communities.

This MATV (Master Antenna) installa-

1. Pavol Macko is SORTEC’s General Manager
2. Ľuboš Bezák SORTEC’s E-shop Manager.
3. It’s always busy in SORTEC’s satellite store where end-users shop. Three sales personnel take care of the customers’ needs.
4. Two of the four SORTEC Sales Managers: Alexander Záhončík (left) and Pavol Lukáč (right).



tion segment is still a specialty of the company today. "Since last year we began with ever-increasing success the installation of fiber-optic LNB systems from GlobalInvacom", comments Ľuboš Bezák.

Other product highlights from SORTEC include signal analyzers from HORIZON. "Sales of the HORIZON HD-S2 signal analyzers have been very good", states Ľuboš Bezák, while the DVB-T analyzers from HORIZON have not been as popular. More demanding installers mostly prefer a combo unit."

An interesting product that SORTEC offers are the SmartCard distributors from SmartWi. "We sell many hundreds of these devices, especially since the latest version of SmartWi has become available", he explains. AMIKO receiver sales are also very good: "We generally use these receivers in our complete sets for the large store chains." Because of the conversion to digital terrestrial reception, SORTEC has been selling quite a few DVB-T receivers from SYNAPS (manufactured by Karmacon).

SORTEC has 21 employees of which six are installers divided into three teams: two teams handle private customer antenna installations while the third team involves itself with the setup of large professional systems. "We sell about 22,000 antennas a year and just about as many LNBs and receivers", explains Ľuboš Bezák as he looks at the sales figures that he always keeps an eye on as the E-shop Manager. Does SORTEC also deal with exports? "More than 60% of our sales are domestic, 30% go to the Czech Republic and rest to other countries mostly from EU", he lists for us. In the meantime, the headquarters in Bratislava has become too small. "In 2012 we'll be moving into our own new building", adds Ľuboš Bezák.

SORTEC worked its way up meticulously in two decades and is now one of the leading satellite wholesalers in Slovakia in central Europe. Thanks to an assortment of all the right products, SORTEC will continue to grow and expand its market share.

1. Should there be a problem with a receiver, Peter Hajdin fires up his soldering iron: "Usually, it's the power supply that's at fault and needs to be replaced."

2. An important part of SORTEC's business are MATV systems. Michal Drugaj is team leader for the technicians of these professional systems and can be seen here checking the technical specifications of a cable head end.



■ Warehouse Manager Vlasto Baran is quite familiar with his stockroom: he knows in exactly which box every assembly component can be found.

SORTEC's Success Products



1. The wireless Smartcard distributors from SmartWi are one of SORTEC's most successful niche products of which hundreds are sold every year with an ever-increasing tendency.
2. Another success product are the AMIKO series of receivers of which thousands are sold by SORTEC each year mostly as part of their complete satellite sets.