

PEEK INSIDE SABA

SABA

A BRIEF OVERVIEW OF THE BRAND

established.
incorporated

PEEK INSIDE



CONTENTS

01. Introduction and Brand Overview

- Overview, Objectives, History
- Evolution and Milestones
- Brand Identity and Values

02. Brand Licensing Opportunities

- Licensing Overview and Categories
- Product Range Overview
- Successful Collaboration and Benefits for Partners

03. Brand Marketing Strategies

- Market Presence
- Brand Positioning
- Brand Awareness



OVERVIEW, OBJECTIVES AND HISTORY

A European Icon of Quality and Affordability

SABA is a major European brand, recognized for the high quality of its electronic products such as televisions, video and audio products, as well as large and small household appliances.

- ... A **HISTORICAL Brand** – recognized
- ... A **SAFE VALUE Brand** – qualitative
- ... An **INNOVATIVE Brand** – technological
- ... An **AFFORDABLE Brand** – at the right price
- ... A **COMPANION Brand** – for everyone



OVERVIEW, OBJECTIVES AND HISTORY

Embracing Challenges with Optimism

SABA was born between two wars, in a climate of economic and geopolitical tensions. In France, the first half of this period, called "the best years," was known for disruptions in social behavior.

In a time of increasing inflation, world wars, and climate crisis, it is not surprising to see a collective desire for escape, but also anxiety. **It is therefore important, while actively striving for a better world, to inject a bit of light into our daily lives.**



EVOLUTION AND MILESTONES

Shaping European Technology

SABA has led in radio, broadcasting, and refrigerators, pioneering consumer electronics in Europe since 1927. Their innovations, like fault detection systems, have shaped modern consumption habits.

Collaborations with designers like Philippe Starck **emphasize both reliability and design**, ensuring affordable access to technology for European families since the 1990s.



EVOLUTION AND MILESTONES

Timeless Technology

Founded in 1923 in Triberg in the German Black Forest region, **SABA**, short for "**Schwarzwald-Apparate-Bau-Anstaltis**", was a pioneer in harmonizing aesthetics and technology in electronic equipment.

The collage features a central grid of images and text blocks representing SABA's milestones:

- 1835**: A cuckoo clock advertisement titled "Die Kuckucksuhr-Melodie".
- 1918**: A vintage SABA radio advertisement titled "SABA VIELLINGEN".
- 1931**: A vintage SABA radio advertisement titled "SABA K50".
- 1951**: A photograph of a factory interior with workers.
- 1953**: A vintage SABA television set.
- 1960**: A vintage SABA television advertisement titled "SABA TELERAMA".
- 1967**: A vintage SABA television advertisement showing a person watching a TV.
- 1969**: A vintage SABA television advertisement.
- 1970**: A vintage SABA television advertisement.
- 1975**: A vintage SABA television advertisement titled "SABA QUALITÄT IM LEBEN".
- 1980**: A vintage SABA television advertisement.
- 1994**: A vintage SABA television advertisement.
- 2011**: A modern SABA television advertisement with icons for various features.
- 2015**: A modern SABA television advertisement.
- 2021**: A modern SABA television advertisement.

BRAND IDENTITY AND VALUES

A Bold and Accessible Technology

The SABA brand believes in the power of technology to enhance its customers lifestyle. Therefore, every SABA product is designed to be innovative, efficient, reliable, stylish, intuitive and comfortable.

“SABA, a renowned brand known for making technological innovation accessible to as many people as possible.”



LICENSING OVERVIEW AND CATEGORIES

Wide Range of Products

At home or on the go, **SABA brings joy and enhances the lives of all who use its products.** With its wide range of offerings, SABA provides consumers with the latest technologies, enabling them to enjoy an optimal experience.

SABA believes in technology's ability to improve users' lives through various categories: Televisions, Audio, Large and Small appliances, and many more.



PRODUCT RANGE OVERVIEW



SUCCESSFUL COLLABORATION AND BENEFITS FOR PARTNERS

Maximizing Brand Visibility

For specific needs, the brand covers trade shows to generate additional brand visibility, **leveraging various strategies such as eye-catching booth designs**, interactive displays, and engaging demonstrations to attract attendees.

Additionally, SABA actively participates in networking events and industry forums during these shows to enhance its presence and strengthen relationships with potential partners and customers, **ultimately increasing brand recognition and market reach.**



MARKET PRESENCE

Europe and Worldwide

At present, SABA's products **are distributed under license** in France, Spain, Portugal, Italy, Luxembourg, and Switzerland. The brand **continues to expand its presence** across Europe, North Africa, and other regions.



BRAND POSITIONING

Iconic Brand

As SABA looks to the future, it aims to solidify its status as an iconic brand synonymous **with innovation and design.** Building on its rich heritage and legacy of groundbreaking products, SABA will continue to push boundaries and set new standards in the consumer electronics industry accross the world.

German Heritage

With its strong German heritage, SABA is committed to upholding the values of precision engineering, craftsmanship, and attention to detail. Leveraging its roots, SABA will continue to deliver products that embody **the renowned quality and reliability associated with German manufacturing.**

Quality & Compliance

Ensuring quality and compliance remains paramount for SABA as it evolves. With a focus on meeting and exceeding industry standards, SABA will continue to prioritize rigorous testing and adherence to regulations, guaranteeing that **its products consistently meet the highest levels of quality and safety.**

Good Consistency

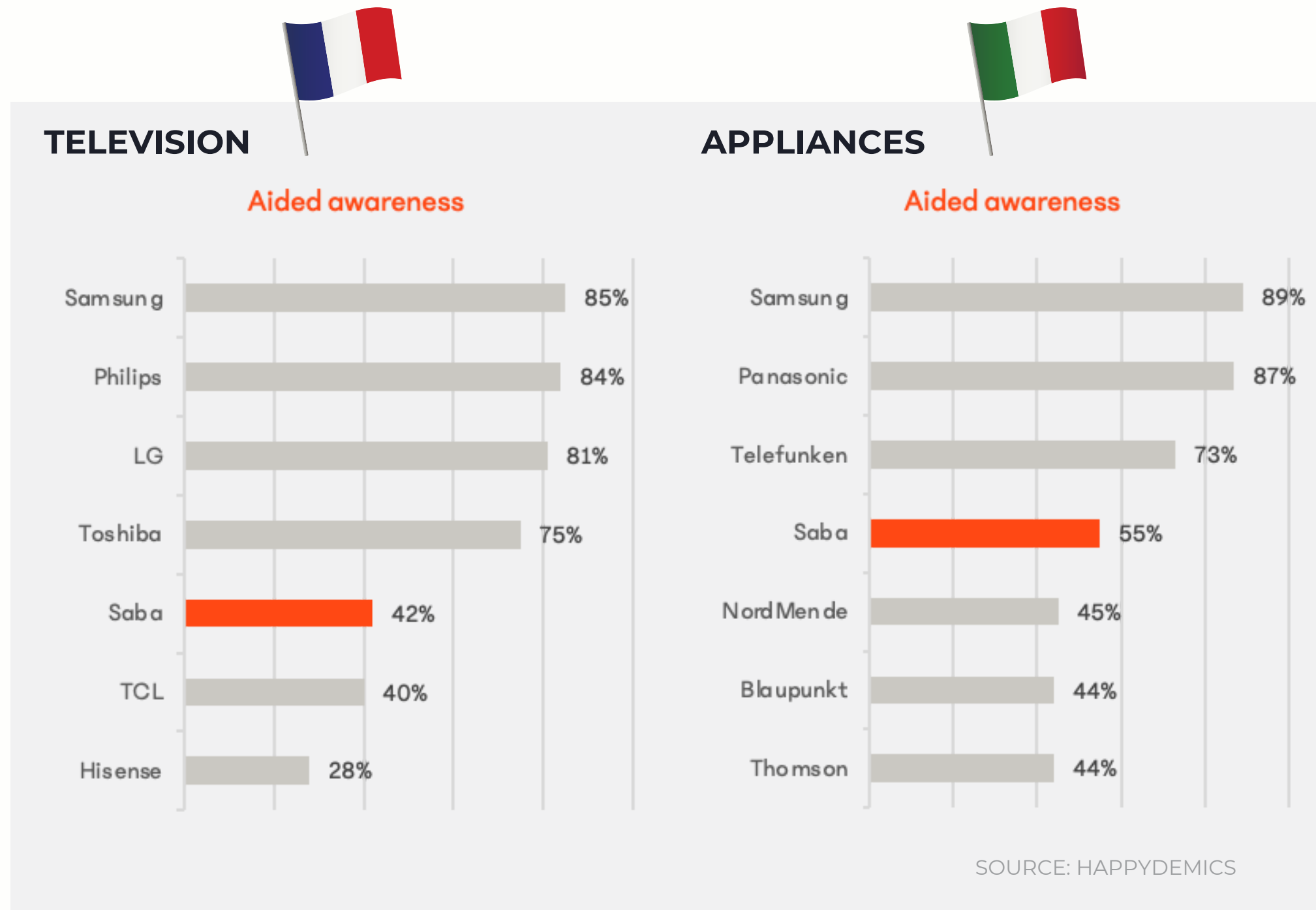
SABA's commitment to consistency will drive its future endeavors. By maintaining a steadfast dedication to delivering exceptional products and experiences across its entire range, **SABA will cultivate long-term trust and loyalty among its customers,** ensuring continued success in the years to come.

BRAND AWARENESS

2023' Survey Results

SABA is a well-established and recognized brand in France and Spain, with a strong presence in the Consumer-Electronic market, in Televisions and Domestic Appliances. SABA is also a leading TV brand in Italy, a long lasting market player in Tunisia and actively growing with new developments in Algeria, Turkey, Australia, Taiwan and Hong-Kong.

Notably, SABA globally enjoys strong brand loyalty among consumers aged 35-64.



SOURCE: HAPPYDEMICS



SABA is a proud part of established.inc

The powerhouse of profit-boosting licensing brands.

THANK YOU

SABA