





# WHAT YOU NEED TO KNOW

Retro design inspires everything we do, but our love of modern innovation powers us

A fresh and innovative addition to the retail market, ProTelX (creators of the GPO brand) was established in 2009 with the aim of designing, developing and manufacturing high-quality consumer retro products.

The timing couldn't have been more perfect. The music industry was about to change. The vinyl revival took many people by surprise, but GPO had recognised that while streaming and digital downloads gave music fans access to their favourite songs within seconds, they also wanted something they could hold in their hands.

Retro style was front and centre with the nostalgic telephones GPO was offering, but how could it be applied to music? GPO's range of turntables, and music systems, using vinyl, Bluetooth, cassettes, DAB and USB show that this eye catching approach could blend 21st century tech with a vintage look.

GPO's range now includes turntables, telephones, speakers, vinyl accessories and of course the bass-busting boombox, the GPO Brooklyn. It's for music fans and retro lovers everywhere.



## GLOBAL VINYL SALES

The way people are listening to music globally is changing. And music fans want a player that can keep up.

People are buying more music. Over 135 million albums were bought in 2017.

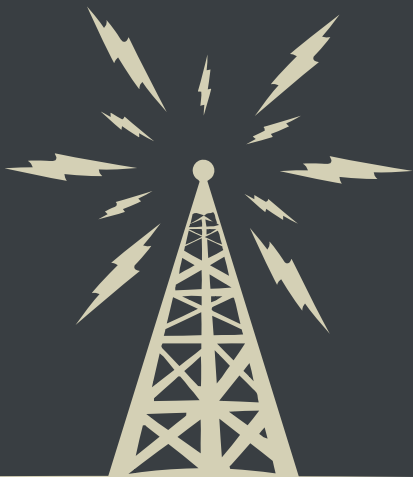
Vinyl sales now account for over 18% of physical album sales in the US, up by 5% from the previous year. Over 7.6 million vinyl LPs were sold in the US during the first half of 2018. Global sales of vinyl LPs are set to exceed one billion US dollars for the first time in the 21st century.

The vinyl revival has helped drive this growth. According to Deloitte, 10% of global revenues will come from the sale of new turntables and accessories.

Music fans are listening to and buying more music. They're streaming it, downloading it, buying records and tapes. They want music they can hold as well as music that's in the cloud. It's about choice.

# RADIO IS THE THIRD MOST LISTEN TO MEDIA!

Radio has jumped from the  
fifth most-listened to format  
to the third.



43%

## CASSETTES ARE BACK!

Cassette tapes saw a 43% rise in sales.

## WHY GPO?

Retailers see a return on GPO. A third of the turntables sold in the UK between 2016 and 2018 was a GPO (Based on Sales Value). GPO has 5 turntables in the top 100 sold (one in the top 10).

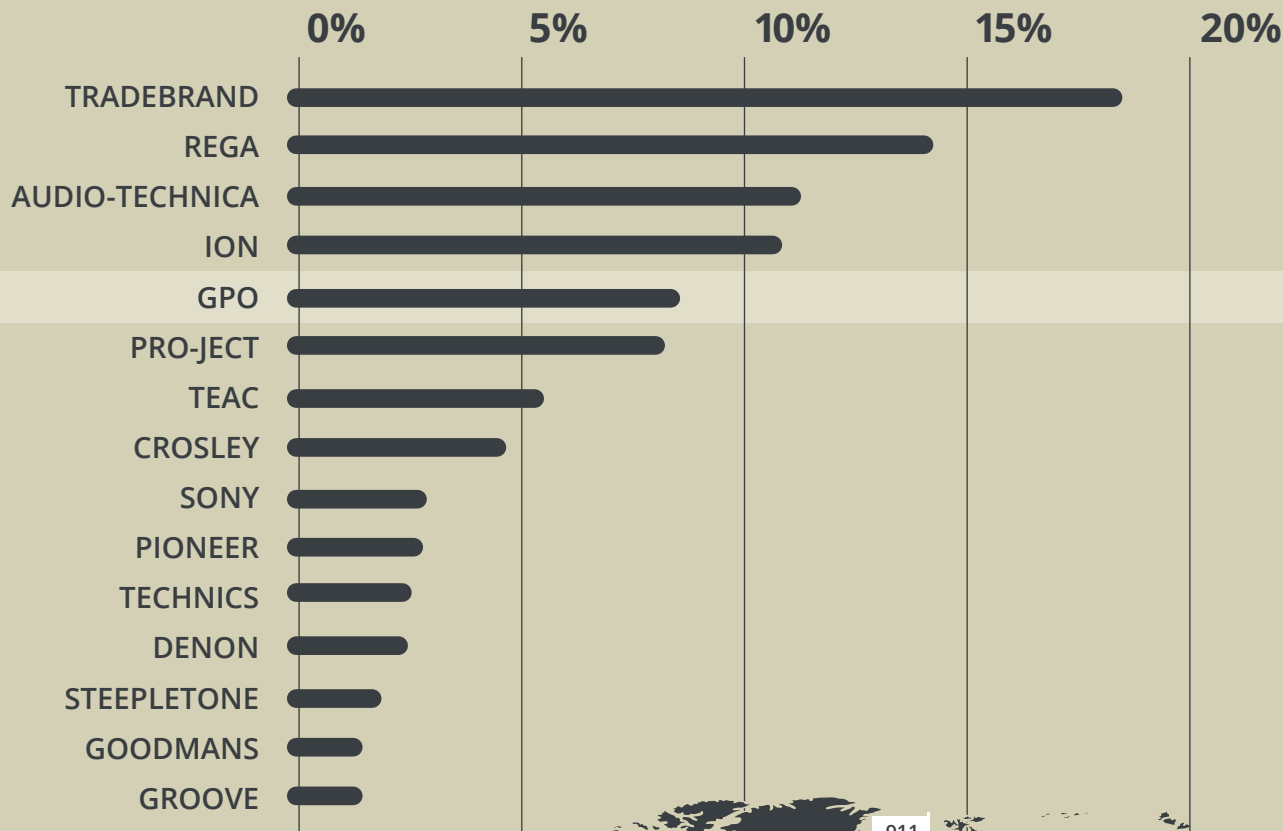
\* Source GFK



5th  
LARGEST

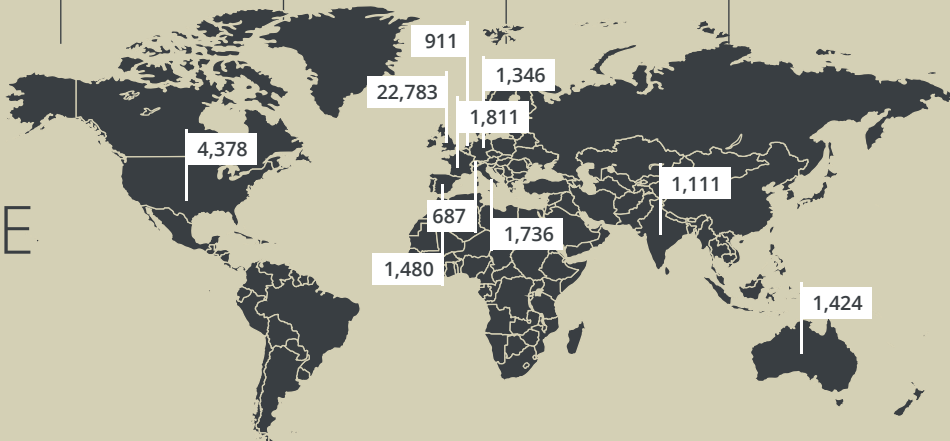
## UK TURNTABLE SALES

OCT 2017 - SEPT 2018



## OUR AUDIENCE

SOURCE GOOGLE ANALYTICS



# PROFILE

## SEX



37% MEN



63% WOMEN

## AGE



27% 18-24

33% 25-34

28% 35+

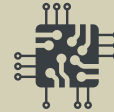
## INTERESTS



MUSIC FESTIVALS  
AND CONCERTS



ONLINE  
SHOPPING



TECHNOLOGY AND  
TECH NEWS

## STATUS



75% EDUCATED TO  
UNIVERSITY



44% MARRIED



33% IN A RELATIONSHIP  
OR ENGAGED

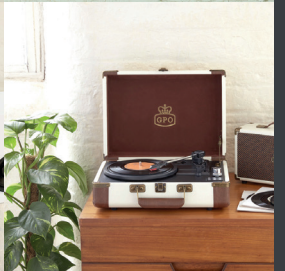
## MOBILE



60% IOS



38% ANDROID





OUR RANGE		Turntable	Cassette player	Bluetooth	Built in speakers	Counterweight	Audio technicala Cartridge	Pitch Control	USB connection	Radio	CD player	Rechargeable battery	Auto Stop	Compatible with external speakers
BEGINNER	STYLO II	👍			👍								👍	👍
	ATTACHE	👍			👍				👍				👍	👍
	WESTWOOD			👍	👍									
	MINI WESTWOOD			👍	👍									
LIFE STYLE	JAM	👍			👍				👍					👍
	SOHO	👍			👍								👍	👍
	BERMUDA	👍			👍				👍					👍
	EMPIRE	👍			👍				👍	👍				👍
	JIVE	👍			👍				👍	👍	👍		👍	👍
	MEMPHIS	👍			👍				👍	👍	👍		👍	👍
	CHESTERTON	👍	👍		👍				👍	👍	👍		👍	👍
	AMBASSADOR	👍		👍	👍				👍			👍		👍
	BROOKLYN		👍	👍	👍				👍	👍	👍	👍		
PRO	PICCADILLY	👍		👍	👍			👍					👍	👍
	FLIGHT	👍	👍	👍	👍				👍			👍		👍
	PR50	👍		👍	👍		👍	👍	👍					👍
	PR100	👍		👍	👍	👍	👍	👍					👍	👍
	PR200			👍	👍						👍			

# REVIEWS

"This is a nice well-constructed speaker with amplifier, it can increase and improve the sound you get from SmartPhones."

**Gadget Speak review of GPO Westwood speaker**

"Very impressed with this and don't think you'll find better at this price. Sounds superb"  
PR100/PR200 Bundle,  
**Customer review**

"We were pleasantly surprised by the GPO Brooklyn Boombox. Fully expecting it to be little more than a novelty item, a lot of love has gone into making the boombox feel (somewhat contradictorily) both authentically retro and conveniently modern. So long as you're not expecting audiophile performance (which, to be fair, isn't what you'd expect from a classic boombox anyway) GPO's Brooklyn is very enjoyable."

**Tech Radar**

"Great looking blaster with loads of connectivity options"

**Boomboxery**

"It has a very authentic feel as an old fashioned record player. Serious vinyl collectors may find a few faults here and there but as someone who just wanted a nice looking record player to spin a few LPs? Absolutely smashing purchase and couldn't recommend it enough."

**Attaché Customer review**

# OUR SUPPORT



**SOCIAL MEDIA** We use social media to raise our profile to consumers and our stockists, we share news about where to buy our products, product reviews and new releases. Search GPO retro on Twitter, Facebook, Instagram and YouTube.



**WEBSITE** Our website carries our full product range, product descriptions and details, user guides, news, stockist finders and contact details.



**PORTAL** Helping you to manage your order and browse our range, the portal is the digital version of our sales team you can access 24/7.



**P.O.S.** We provide support instore to help enhance your retail experience and promote GPO to consumers.



**MARKETING** With a dedicated marketing team including design, copywriting, PR and digital expertise we can work with you to create any marketing material you might need.



**IMAGE BANK** Access 100s of images of GPO's full product range in a variety of sizes for high resolution print through to screen. Choose from different angles, lifestyle images of every GPO product. We also have video.




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