

# Company



**FBT: 44  
YEARS  
YOUNG...  
AND  
COUNTING!**

FBT is celebrating its 44th year of operations in 2007. And in this case,

we're pleased to say that our maturity, like a vintage wine that improves with time, is very evident. FBT's 44<sup>th</sup>. Anniversary celebrates a textbook case history, built on solid experience and expressed through constant evolution. The ability to renew manufacturing assets through a broad and multi faceted organization that stretches from the manufacturing of Professional Audio Sound



1. Woodworking
2. Paintwork
3. Operating and sound testing
4. Assembly and testing



## **AN ITALIAN SUCCESS STORY**

Departing from the current trend, FBT is one of the very



Reinforcement Systems, Audio Contractor Equipment, and a Musical Instrument Distribution division responsible for sales of a series of renowned brands including Pearl, Sabian, Qube, JTS, RimShot, Crafter, and Hardcase.

### **MUSICAL DNA**

A passionate dedication to musical expression and related industrial applications in the field of audio are an innate component of FBT's genetic make-up. One of the main reasons for this unique position is FBT's territorial heritage rooted in Recanati in the Marche Region of Italy, where music forms a central pillar of local culture and tradition. Set up in the early '60s as a small workshop, FBT today occupies a position of international pre-eminence with its own brand name alongside the "Qube" range of products made in collaboration with RENKUS-HEINZ.

### **INDUSTRIAL VOCATION**

From the early years FBT's operations were developed by building on four cornerstones:

- total customer satisfaction
- ongoing technological innovation
- a highly articulated range of products
- across-the-board application of "complete cycle" production methods.

few world manufacturers to successfully pursue the concept of "Nationally-Based" Quality, since All FBT products are Entirely Made in Italy. This means the entire production cycle, from circuitry R&D to the assembly of electronic components, and final construction of each product is entirely managed and implemented in-house.

### **THE "FBT COMPANIES": AN INTEGRATED SYSTEM**

Exploring the world of FBT is a fascinating experience that reveals a culture of self-sufficiency in which the research and development department, the electronics workshop, the joinery department, the mechanical engineering shop, the paint shop, and the assembly, testing, and packing areas all combine to form a perfectly coordinated team.





A new generation of professional managers, highly motivated and integrated in the FBT motto of tradition and innovation, has met with constantly growing levels of success. And all this has been made possible thanks to a strategy built around the key concept of the maximum flexibility and the ability to adapt to the fast-moving and complex transformations of the market.

Each of FBT's production areas has all the characteristics of an independent company with distinctive features and a separate identity, although fully interfaced and integrated with the core of the parent company. This unique configuration results in absolutely radical and constant control of the product from performance aspects to the efficiency, ruggedness, and absolute functionality of the design.

## **FROM CUSTOMER CARE TO THE NEW GLOBAL CHALLENGES**

Having assimilated and implemented the strategic lesson of the '90s that placed customers in their rightful position at the center of corporate processes – a company characteristic that is confirmed by the FBT service ethos "alongside the customer 360 days a year" – FBT today is increasingly actively pursuing a winning strategy on the global market. The primary instruments employed in this area of expansion are research and development, impeccable quality, and constant upgrading of the range. And of course progress in this area is always aided by the advantage that comes from the company's unique business and technical heritage that helps us 'go the extra mile' every time – if there's a secret, it surely has something to do with the passion we inject into every aspect of our work.