

GT-SAT

This is where GT-SAT is headquartered since August 2007; the company itself was founded already in 2004. Offices are located in the right half of the building, while the warehouse occupies the left half. Apart from the two partners Guil and Tom there is one additional staff working in administration and one logistics expert.

The antenna equipment is required to perform in-depth tests with the LNBs on all available satellites prior to dispatch. GT-SAT leases another warehouse in the tri-state area between Belgium, the Netherlands and Germany, providing some 2000 sqm of storage area which is divided into a section with customs duty paid goods for European destinations and a section with customs duty unpaid goods for non-European countries. "This warehouse is open 24/7," Tom explains "so that we can dispatch products at any given time."



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Rarely is a company as cleverly organised as GT-SAT. Every piece fits into the next, much like a jigsaw puzzle. As it turns out, however, a lot of effort and hard work had been required to achieve such smooth operations. We travelled to the tiny principality of Luxembourg right in the heart of Europe to find out how they created such a successful business from scratch.

Luxembourg has a population of only half a million people. "Add to that more than 100.000 people who commute from France, the Netherlands and Germany on a daily basis to work here," Guil Mediouni reveals some economic fact about his adopted country. Together with Tom Schulz he is an equal partner in GT-SAT, "even though we'd never have made it without Jack, our partner" according to Tom.

Jack is the owner of LNB manufacturer

Litec in Taiwan and runs production facilities in Shenzhen, China.

Incidentally, many things happened by accident. Tom Schulz originates from Oldenburg in northern Germany and became Export Director at a large manufacturer of satellite accessories in 1996. In 2001 he decided to quit this job and transfer to a large satellite distributor in Luxembourg, where he met Guil Mediouni from Israel, who also worked in the industry since 2000. Tom and Guil got along with each

other perfectly, mainly because they take their work seriously, which basically boils down to taking customers seriously.

With this in mind, they decided to take their ideals a step further. GT-SAT was established in 2004 with the support of their partner and friend Jack Chao from Litec in Taiwan, who had just set up a manufacturing site for LNB in Shenzhen.

"A partnership built on trust, total support and mutual reward from working together," is not only their internal motto, but also their attitude towards their clients.

"This was a dream come true: being our own bosses, taking our own decisions and – above all – implementing our vision of a partnership with customers," Tom says.





◀ This is GT: Guil Mediouni on the right and Tom Schulz on the left. Tom's mother tongue is German and Guil speaks Hebrew as his first language, which makes English the language of choice at GT-SAT. Tom is an early riser, while Guil is a night owl, making at least one of them available for customers more or less around the clock. Guil takes care of finances and technology, while Tom is the marketing and logistics professional.



Jack turned out to be a generous partner, but distribution always means running a financial risk. "We started out as a two-men-show in my apartment", Tom walks down memory lane. "Commuting for me involved getting up from my sofa bed and walking to the living room where the PC was installed. The only traffic hazards would be loose network cables lying around everywhere."

The warehouse was in fact the garage and if that became too confined they'd simply expand their business to the public driveway – unless it was raining, of course.

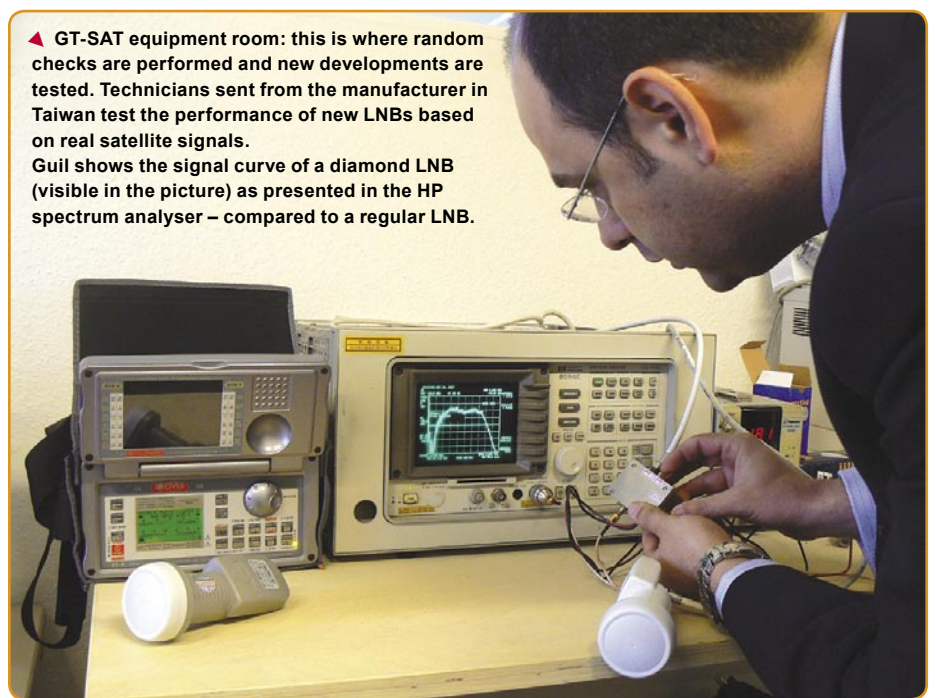
Today, GT-SAT leases airy premises complete with open-plan offices and a lot of warehouse space. "Now we even have room for more employees," explains Tom. "Currently we're looking for people working in sales,

accounting, logistics as well as in engineering."

Sounds like a lot of new staff are required? Guil has the background story: "At the moment our strong business growth calls for additional employees so that this growth can be sustained."

So how fast does their business expand? Guil takes out his laptop computer and shows us the hard facts. "2005 was our first business year and we achieved a turnover of EUR 2.1 million. In 2006 it increased to 5.8 million and 2007 saw turnover figures of EUR 7.3 million." The target for 2008 is set at 10 million, a figure that says a lot about Guil's and Tom's expectations. They clearly intent to become market leader.

Most GT-SAT customers are suppliers for



◀ GT-SAT equipment room: this is where random checks are performed and new developments are tested. Technicians sent from the manufacturer in Taiwan test the performance of new LNBS based on real satellite signals. Guil shows the signal curve of a diamond LNB (visible in the picture) as presented in the HP spectrum analyser – compared to a regular LNB.



▲ Each GT-SAT LNB has its own serial number, so that each product can be traced back. Even in the warehouse each LNB can be traced because the serial numbers of all LNBs are also attached onto the carton board box.

program providers, which explains the large proportion of bulk deliveries. As a matter of fact, GT-SAT indirectly supplies LNBs to providers in Scandinavia and the Baltic States, in Russia, and Eastern Europe.

Tom details the LNB types: "In 2004 we started with the four basic types: single, twin, quattro and quad." They then added circular types, the mini series, and in 2007 the range was complemented by the Diamond series featuring high-quality LNBs which not only offer top-notch reception capabilities but are also especially weatherproof. "The Diamond series was a huge success in tropical countries," Tom proudly explains. These high-tech LNBs are increasingly in demand in Europe as well these days.

◀ View of the warehouse. One of the main reasons for GT-SAT's unusual success is the capability of dispatching large orders at any time, which is a prerequisite for obtaining wholesale customers. Up to 300.000 LNBs are stored in GT-SAT's warehouses in Belgium and Luxembourg, which represent a huge amount of money. Exports go via the port of Antwerp in Belgium, a 40-foot container holds some 60.000 LNBs. "Our business is insured with a company called Coface," Guil explains. "This way our own creditworthiness is safeguarded."

Tom and Guil lay great store in considering their customers as partners. "We aim for a long-term business relationship rather than short-term success," Tom argues and Guil remembers an instance back in the beginning of their business. "The switching of one of our first LNB deliveries didn't work properly." Things like that happen in real life, and this is how GT-SAT reacted: "We recalled all faulty LNBs and sent a replacement by air freight free of charge to all affected customers." Each installer having received a faulty LNB also got a collection of the latest LNB types as an added benefit. "Thanks to how quickly we reacted our customers were not angry at us and we had a chance to show to our customers that we were really serious about thinking of our customers as partners," Guil remembers that episode of his business career.

Of course it is only possible to offer such incentives if both partners equally value the investment in such partnerships. "We'd rather not make an additional profit than upset our customers," seconds Tom, who lists the pillars of success for GT-SAT: "Quality, service, reliability, communication."

If you'd like to meet the two guys in person, simply visit the GT-SAT stand at ANGA in Cologne, where they are present each year. "We'd like to extend our partnerships," Tom tells us and invites importers, wholesale dealers and distributors to get in touch with GT-SAT.

What makes GT-SAT so impressive is that Tom and Guil as business partners truly act in concert. They both have the same goal and – what's even more – the same understanding of how to reach that goal.

On this firm footing long-term success will be a given to GT-SAT and their existing and future partners.

New at GT-SAT



▲ This is a first test sample of the new circular quad LNB hitting stores at the end of the third quarter of 2008. GT-SAT is also developing a unicable LNB which is also scheduled to become available

▲ GT-SAT will introduce this monoblock with 3° spacing shortly after this issue has hit the shelves. Shortly before that a single and twin monoblock with 4.3° spacing will become available as well.

◀ This circular LNB for the 12.2 to 12.7 GHz frequency range is introduced together with this issue of TELE-satellite and is designed for the American market.

at the same time. A striking feature of most GT-SAT LNBs is the 40 mm long mount which allows installers to perfectly adjust the LNB in focus.

