

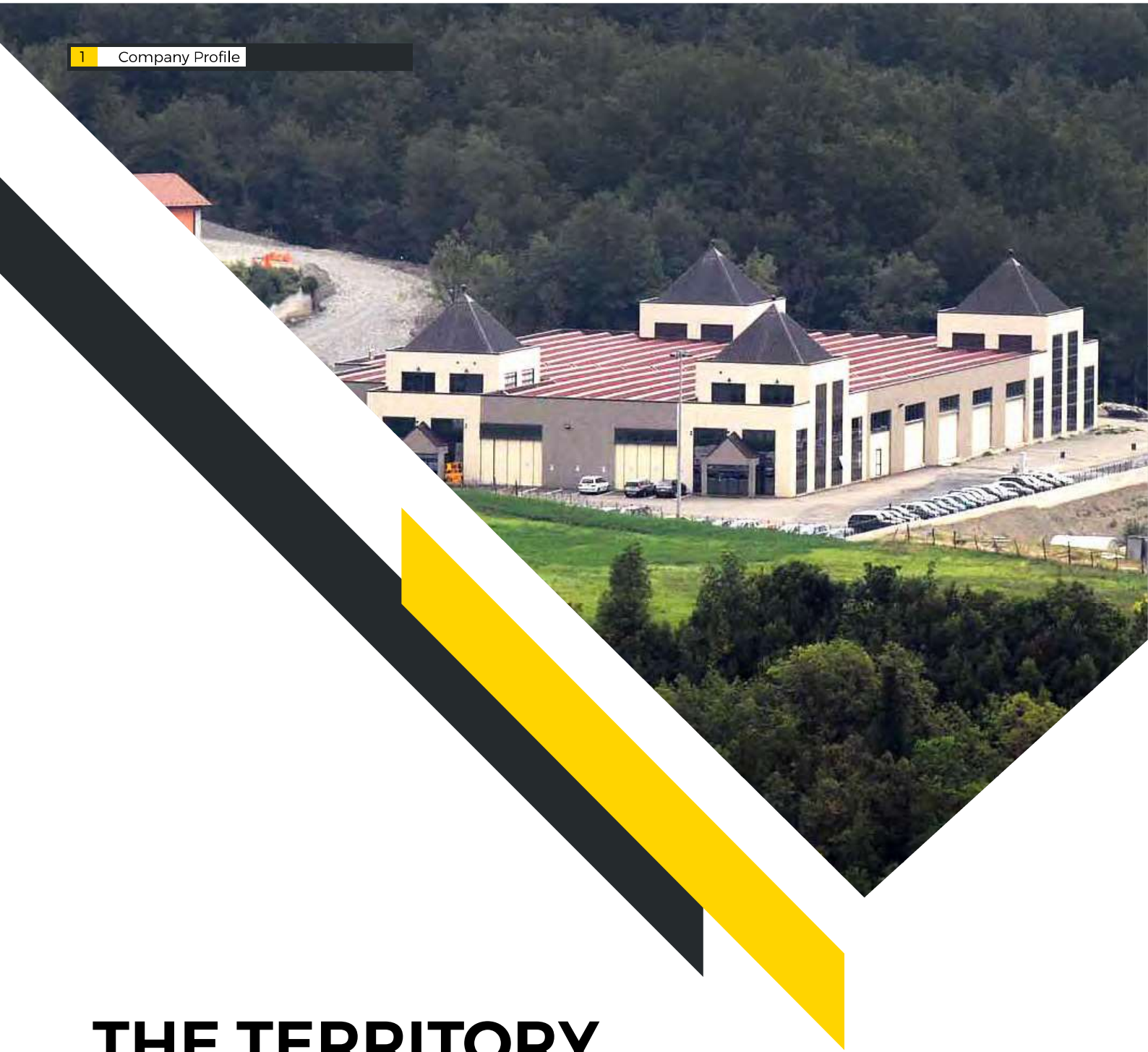


**BITRABI®**  
INNOVATION GROUP

**THE**  
COMPANY  
**PROFILE**

---

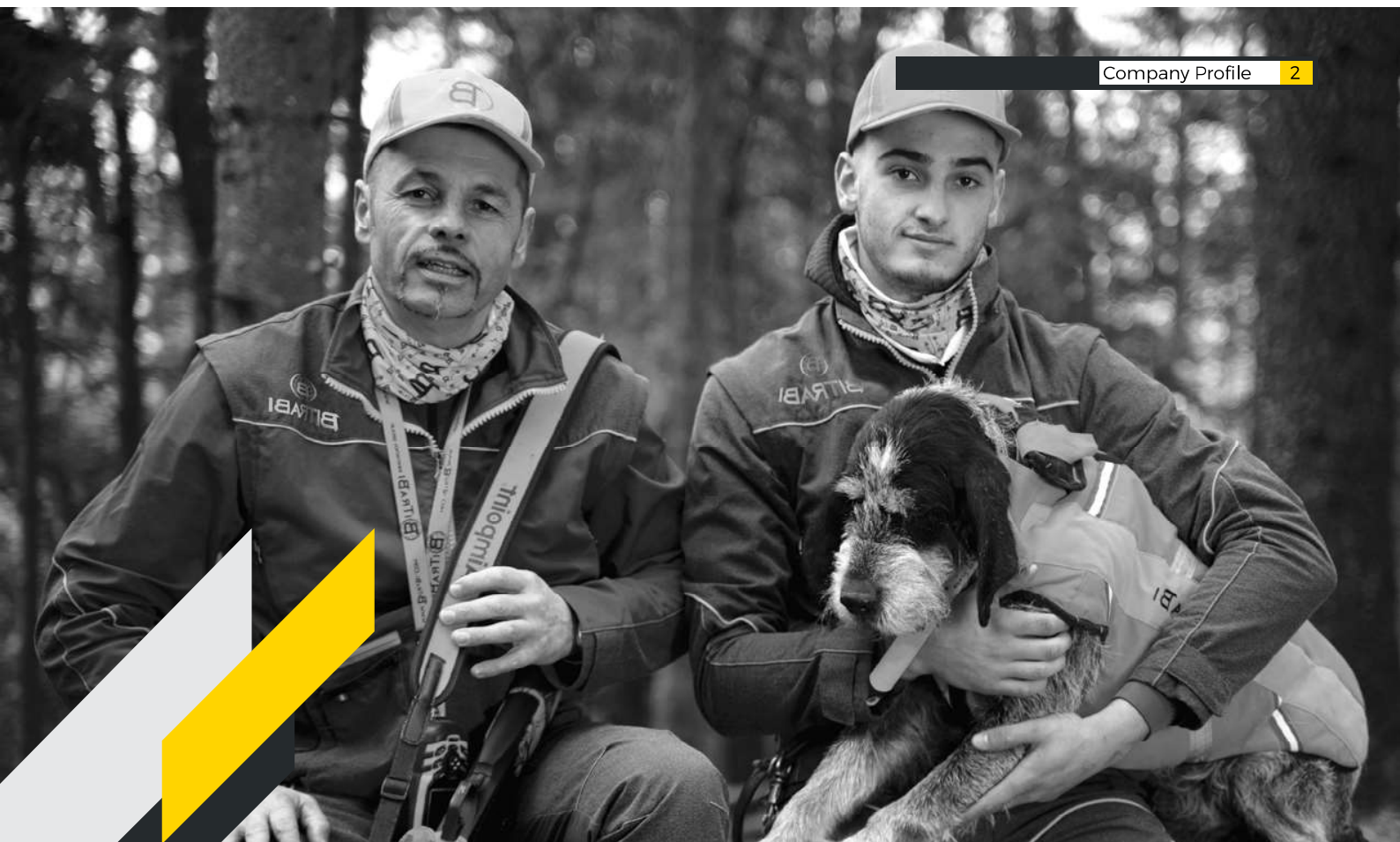
[www.bitrabi.com](http://www.bitrabi.com)



# THE TERRITORY

BITRABI was born in the setting of the Tuscan-Emilian Apennines in Emilia Romagna, Italy, embracing the uncontaminated places of wild flora and fauna, with breathtaking views.

This is an area where hunting has been handed down from generation to generation for centuries.



## ABOUT US

Thanks to our customer-oriented innovation, BITRABI INNOVATION GROUP develops, produces and provides a huge range of hunting and outdoor devices. Our company combines High-Tech Innovation with our Hunting Passion. Thanks to this mission, BITRABI is nowadays one of the most important global High-Tech hunting devices manufacturer. With its original products, BITRABI is a pioneer for the creators of the same field in the world. BITRABI counts thousands hunting shops and private customers all over the world, from the national Italian market and the European countries, thanks to the reliability of its products and the relationships with its foreign suppliers.



BITRABI is very involved in events: it is often the main sponsor of the most important dog shows in the hunting sector also at European level and partner of the most important hunting associations.

Bitrabi invests heavily in advertising: our entire product line is advertised in the most important TV series and magazines in the sector.





# MISSION

BITRABI meets Experience in electronic and Passion for hunting and outdoor, together with ancient traditions, in order to present a huge range of easy-to-use products, recommended to every kind of customer. Our motivated research engineers are always at work in order to create new original and revolutionary projects and overcome the present limits. Their work produce a continuous development of our catalogue, and their reward is the appreciation of our most important international partners.. We strongly believe in the power of technology, that is why our engineers are always looking for new possible applications for the fundamental components of our products: we take on new challenges and the results are each time surprising! Thanks to this nonstop diligence in research, BITRABI has reached incredible targets, such as our last creation: the revolutionary MITO 5000 radio-gps-gsm collar for dogs. All of our gps products are manufactured inside our main company, by our last generation production

lines. Our work on these products includes all the production steps! From the production of electronic boards, to the assembly and the packaging, BITRABI pays close attention to Marketing strategies, because of its strong presence on the international market thanks to small and big distributors. We intervene quickly and accurate following the opportunities of the field and the needs of the enthusiasts. In addition to this, we present a careful market-oriented awareness, which comes from our incessant presence to exhibitions, demonstrations and events on-the-field, a non-stop exchange of ideas with hunters, users and customers. BITRABI offers a complete Customer Satisfaction service, which includes commercial and technical assistance with thousands of reseller and assistance points. We take care of our customers from the moment they buy our devices, we remain at their disposal for any question about the employment of our products our commercial and technical assistance.



# HISTORY

BITRABI INNOVATION GROUP is a new and innovative Start up company born in 2019, that in a short while has realized important and innovative range of products for the hunting and outdoor sector.

In 2021 year acquired an historic company and leader in the geolocation sector (BSPLANET); thanks to this and the continuous investment in research and development, today we can boast over twenty years of know-how in the electronics sector.



# SECTORS

BITRABI has a 360° range of products for hunting and outdoor like tracking devices for dogs and falcons, technical clothing, hunting optics, action cam for rifle and a lot of dog accessories.

BITRABI produces and distributes thousands of products/year; the gps are all designed and studied internally by our team of specialized engineers, to combine passion and absolute knowledge.

All the other products like technical clothing, optics and action cam, become from our projects and studies and assembled outside with a 100% quality control.

BITRABI is the holding of a lot of brands like MITO for the gps collars, STIG for the optics and ODRA for the action cam.

BITRABI tries to satisfy users who practice all types of hunting like wild boar hunting, woodcock hunting, deer hunting, big hunting, etc etc...

BITRABI is involved also in new projects for different sectors like wildlife research also for scientific purposes.



# TECHNOLOGY

The market for GPS collars for hunting dogs needed something new, innovative, different and unique: from the high experience of BITRABI, born the new MITO 5000: the only one always in contact with the dog. Never before have we seen a revolutionary and unique product on the market that brings together different technologies and peculiarities. Never before the market has seen a product without borders and without compromises, where the radio signal does not arrive the costumer can use GSM and vice versa. Where there is no telephone coverage, radio technology plays automatically with world record performance and distances.

This is a product with a long-lasting battery thanks to the innovative low energy consumption function combined with a latest generation solar cell; no one can turn it off and it is also equipped with a signal flash for night vision which is visible even from long distances.

This amazing new GPS line is composed by 3 models of collars: MITO 5100 which works with radio gps technology, MITO 5200 which works with GSM technology and the revolutionary MITO 5300, the first in the world to combine both technologies, a model of collar which has GPS, RADIO and GSM technologies.



MITO 5100



MITO 5200



MITO 5300





# SUSTAINABILITY

BITRABI is a green company which try to do its best for the protection of our planet and to limit pollution as much as possible and pay attention to the protection of the environment: in fact, for example, the packaging for the gps products, which was made up of 100% plastic, has been replaced with packaging made from 100% recyclable paper.

All electronic boards are produced with gold tracks and soldered with silver alloys; our processes are lead free and RoHS compliant.

All the GPS systems are done with low Energy technology and are used all reusable batteries, disposable batteries have been permanently eliminated from our GPS products.



# FUTURE

---



BITRABI always thinks at the future.

The company mission has always been to develop new and technological products for hunting and outdoor, always trying to create something new not available on the market and to satisfy the needs of all hunters.





# COMPANY PROFILE

## Contact Us

Address : Via Panigali 39 - 40041 Gaggio Montano(BO)  
Phone : +39 0534 37428  
Email : [info@bitrabi.com](mailto:info@bitrabi.com)  
Web : [www.bitrabi.com](http://www.bitrabi.com)

[www.bitrabi.com](http://www.bitrabi.com)