

## Neutrik Group announces global multi-brand reorganization



In a major reorganisation of its global operations the Neutrik Group has restructured as a multi-brand company with an extended portfolio of products. A major global player in the interconnectivity segment, the group now develops, designs, manufactures and globally distributes innovative electrical and electronic interconnect products and systems under the NEUTRIK, REAN and CONTRIK brands.

The reorganisation has been undertaken over several months and has significantly expanded and further diversified the group's product offering across a breadth of technologies and applications; including both within and beyond the entertainment and broadcast production sectors the company has traditionally dominated. Further expansion is being undertaken across AV, lighting, Ethernet, fiber optic and power applications globally throughout healthcare and wider industrial sectors, where the company has been building supply chain relationships for some time.

Commenting on the corporate restructuring, Chad Trevithick, CEO Neutrik Group, stated, "Our proud history as a family-owned business, rooted in the principality of Liechtenstein, means that our continued success does not require a specific focus on technology; but rather in continuing to provide our passionate employees with a work environment that inspires their creativity and innovation."

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Under the new structure NEUTRIK continues to offer premium copper connectors, innovative fiber optic systems and robust field-ready, high performance digital audio network devices.

REAN, a Neutrik Group owned brand since the early 2000's, has been repositioned as a global supplier with an extensive portfolio of ultra-robust, high reliability connectors for designers of audio, video and lighting products, offering unrivalled

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cost-performance ratios, backed by a global supply chain and highly experienced regional sales network. Additionally, the REAN portfolio has been expanded to include new IP65 rated Ethernet, XLR and RJ45 connector series.

CONTRIK extends the Neutrik Group product offering with a portfolio of power distribution systems that includes an innovative equipotential bonding system and high-quality professional application power cables.

In a parallel development, Neutrik's continental American distributor network has been brought under the management of the company's US subsidiary, now renamed Neutrik Americas, with an expanded complement of multilingual personnel at its Charlotte HQ to service customers throughout North, Central, and South America.

Headquartered in Liechtenstein the Neutrik Group manufactures in multiple locations and wholly owns seven subsidiaries throughout Europe, Asia, and the Americas: Neutrik Vertriebs GmbH in Germany, Neutrik (UK) Ltd., Neutrik France SARL, Neutrik Americas, Neutrik Limited, Japan, Neutrik Hong Kong Ltd., Ningbo Neutrik Trading Co., Ltd. China., H. Adam GmbH Germany, Contrik AG, Switzerland, Connex GmbH, Germany and Connex GmbH, Germany.

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