

NEUTRIK Distribution expands in Italy



Neutrik Group is expanding its distributor networks in southern Europe and Mediterranean regions and has announced the appointment of two new distributors for NEUTRIK, the world's leading provider of AV connectivity solutions, in Italy. The picture above shows Steven Vreven, Regional Sales Manager South & West Europe Neutrik EMEA (4th from left) with the Exhibo team.

Exhibo S.p.A. Communication Systems, based in the region of Lombardy, 15 kilometers northeast of Milan, and RM Multimedia S.r.l, HQ'd in the Province of Rimini, on the Adriatic coast have been appointed as NEUTRIK distributors with immediate effect. "Both companies are strongly established in the Italian AV market representing major brands, making NEUTRIK a perfect addition to their portfolios." says Steven Vreven, Regional Sales Manager South & West Europe, Neutrik EMEA GmbH, "Their appointment as distribution partners strengthens NEUTRIK's availability, service and visibility in Italy."

Commenting on their appointment, Exhibo S.p.A. Managing Director, Luca Marargliano Caranza cites NEUTRIK's extensive product series as integrating naturally within their solutions offering, "strengthening every link in the signal chain". "The inclusion of the NEUTRIK portfolio represents a strategic milestone for us, aligning perfectly with our business model, where we strive to deliver complete integrated solutions," he continues. "Whether audio-video systems or IP infrastructures, all our solutions, in general, require reliable, secure connections that comply with international standards. NEUTRIK enables us to further elevate the

quality of the projects we manage. Through this agreement we further strengthen our value proposition, as a distributor and value-added system partner.

“For our customers, this translates into long-term performance, reduced operational risk and a level of standardization that simplifies design, integration and maintenance. For Exhibo, it means consolidating our position as a technology partner capable of supporting the market with consistently high-quality, comprehensive solutions, across core entertainment, corporate, education sectors, and the broader system integration market.”

RM Multimedia similarly highlights the ‘fit’ of the NEUTRIK product range with the qualitative requirements of the company’s client base. “At RM Multimedia we are focused on delivering reliable and future-proof premium solutions for video, lighting and signal distribution applications, for professional entertainment, live events and fixed installations, supported by strong technical expertise and on-site support,” says Ermanno Tontini, CTO of RM Multimedia. “The addition of NEUTRIK strengthens our ability to offer complete end-to-end solutions to our customers. NEUTRIK is a global benchmark in connectivity, and reliability and engineering excellence. Values that strongly align with RM Multimedia’s commitment to quality, performance and long-term partnerships.”

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