

# NEUTRIK expands GCC Distribution Network



The Neutrik Group has announced a significant expansion of its NEUTRIK brand distribution network in the GCC. As of 1 September 2025, MASTERPIECE LLC and PROCOM Middle East will join NEUTRIK's official distribution network in the region, representing the brand across Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. Headquartered in Dubai, MASTERPIECE LLC and PROCOM Middle East join Neutrik Group's established regional distributor, NMK Group, also based in the city Emirate with offices in Sharjah, Riyadh & Doha. The picture above shows Chris Hellmuth, Neutrik Group Regional Sales Manager MEAI.

Commenting for Neutrik Group, Regional Sales Manager MEAI Chris Hellmuth stated, "We look forward to working with MASTERPIECE & PROCOM in representing NEUTRIK in the GCC, as they have already proven to be the right fit for our CONTRIK and REAN brands. We need to expand our distribution network in preparation for the next level of opportunities in the region. In the connector business, local availability is key."

Mark Perrins, Managing Director Neutrik (UK) Ltd. and Neutrik France, has oversight of the GCC for NEUTRIK, "The region is rapidly establishing itself as a major growth centre for events and installations across all forms of entertainment, media and broadcast production. Whether for international sports events, concert tours and festivals, immersive AV and lighting attractions, or the increasingly advanced systems integration requirements of commercial, ciivil and government engineering

and construction projects, high quality and reliable signal, data and power connectivity is mission critical; often in the most demanding outdoor, harsh application environments. As the recognised world leader in providing these solutions NEUTRIK requires to have the appropriate level of supply, service and support infrastructure on the ground to support that growth.”

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