

### Neutrik Group announces global launch of REAN brand of audio, video and data connectors



REAN Z Series RCEM-Z RJ45 male connector and RRE8F-Z RJ45 female receptacle

The Neutrik Group has announced the launch of REAN, a global brand marrying over 45 years precision engineering know-how with the group’s own dedicated state-of-the-art production facilities.

REAN offers designers of audio, video and lighting products a comprehensive range of connectors featuring ultra-robust, high-reliability designs, that promise unrivalled cost-performance ratios, backed by a truly global supply-chain and experienced regional sales network.

An extensive worldwide portfolio of connectors incorporates a full range of ‘standard’ professional XLR, 1/4” Jack, XLR/Jack combo, Ethernet, Power Connector, 3.5mm, Phono, DIN, and Dual Banana plug solutions, and the new Z Series of IP65 rated XLR and RJ45 Ethernet connectors. These are specified for outdoor applications, resistant to water and dirt, and optimised for use in lighting and digital signage applications.

Neutrik Group CEO Chad Trevithick stated: “REAN enables the group to bring its engineering experience and expertise to focus on a new, much broader client base, enabling those customers to more readily specify quality connectors across a much wider range of product designs, offering the end user a performance connectivity solution, industry trusted and globally supported.”

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Product is now available from stock, with the range set to expand significantly over the course of 2021.

[www.rean-connectors.com](http://www.rean-connectors.com)

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