

Neutrik visits South Africa

Posted on September 1, 2023



Christoph Hellmuth, the Regional Sales Manager at Neutrik Groups (third left) with DWR's Kyle Robson, Duncan Riley, Robert Izzett and Bruce Riley.

A warm South African welcome extended to Christoph Hellmuth from the Neutrik Group who returned to the country after fifteen years to touch base with newly appointed distributor, DWR Distribution. Travelling to Johannesburg and Cape Town gave him further opportunities to engage with clients in the dynamic live events sector.

“I must say I’m happy to be back,” said Christoph Hellmuth, Regional Sales Manager during his stay. While I wasn’t initially acquainted with DWR, I received multiple recommendations suggesting they would complement our product portfolio well. I’m thrilled that we’ve established a collaborative path.”

During the visit to the country, Christoph had the chance to connect with the DWR team and deliver a product presentation about the Neutrik Group, encompassing the Neutrik, Rean, and Contrik brands. Neutrik, a reputable company renowned for crafting connectors, power distribution systems, and digital audio network systems, was highlighted. “While Neutrik stands as a premium brand, we recognized that not everyone could access it,” Christoph elaborated. “Hence, we introduced Rean to serve the mid-tier market. It’s truly exciting that DWR now has the chance to address both audience segments.”

DWR’s Robert Izzett and Kyle Robson, who serves as the Neutrik brand manager, ensured Christoph’s comfort throughout his visit. “Over the course of a packed few days, we engaged with numerous clients and prospective distributors, establishing a network that enhances product accessibility,” Kyle shared. “Our objective was to provide Christoph with an understanding of our identity, operations, and our envisioned path forward with the brand.”

Kyle is enthusiastic about embracing this new challenge and recognizes the perfect timing for this product. “I’ll be dedicating a substantial amount of time to study and delve into product research, and I’m genuinely excited about it. Neutrik has always stood out as a remarkable brand that I’ve been aware of for a long time, and the fact that it’s now within our reach is truly exhilarating,” he concludes.