



Positronic®

FOR IMMEDIATE RELEASE

GLOBAL HEADQUARTERS

423 N Campbell Ave
Springfield MO 65806 USA

USA | France | India | Singapore
info@connectpositronic.com

CONTACT:

Melanie Scott, Marketing Communications Manager

mscott@connectpositronic.com

+1 417 233 2281

Positronic Expands Partnership with Astute Electronics to include Germany

14 January 2019

Positronic, a global manufacturer of high reliability electronic connector products based in Springfield, Missouri, USA, is pleased to announce that Astute Electronics, one of its Authorized Distributors in Europe and the Americas, will expand their distribution agreement to also include Germany. This geographical expansion will provide customers in Germany with additional resources for sourcing Positronic products.

Astute has been an Authorized Positronic Distributor since 2014, initially for the United Kingdom, expanding to the Americas last year, and now Germany. The company markets all Positronic products, providing customers access to high-quality power and signal connectors for a wide range of applications.

“We are extremely excited about the growth opportunities in Germany,” said Gaby Mindreci, Director of Sales, EMEA at Positronic. “Astute has been a valued partner, and very successful at creating demand and new opportunities for Positronic, particularly in the UK. We look forward to expanding this partnership into Germany”.

Founded in 1989, with headquarters in the United Kingdom, Astute is one of the world’s most knowledgeable, quality-driven experts in franchised ‘Hi-Rel’ electronics distribution, global procurement and supply-chain management.

To learn more about Positronic products available from Astute, visit www.astute.global.

About Positronic:

Founded in 1966, Positronic is a global manufacturer of high reliability electronic connectors known for distinctive core capabilities, including solid machined contacts with low resistance/high conductivity for use in standard and quick-turn custom connectors. Key products include high power, D-sub, rectangular, modular and circular connectors. Customized solutions are available as well. Positronic is known globally for the unique ability to quickly modify existing designs or create new products to meet application-specific needs. Visit <http://www.connectpositronic.com> for more details.