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Yellowtec: The brand becomes the company name

Marketing & PR

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Monheim am Rhein 13.07.2022 – After more than 30 years as a brand of Thum+Mahr GmbH, Yellowtec becomes a company. “Using the Yellowtec brand as a company title is a consistent step to document the success of the brand. We are pleased that Yellowtec has become a well-known and recognized synonym for innovative and high-quality broadcast products in recent years”, states Hanno Mahr (CEO, Yellowtec GmbH).

“I am very proud of the whole team and of the fact that Yellowtec now stands for itself as an independent company“, expresses Andy Mikutta (Sales Director, Yellowtec GmbH). “This will give our operations another boost to further enhance our products and market reach.“ Reinhard Gallos (Product Manager, Yellowtec GmbH) adds: “We will enrich the market with additional innovative products. There will be one or the other surprise!“ For Yellowtec’s business partners, nothing will change except from the company name. All communication data and the headquarter in Monheim am Rhein will remain the same. The entire team remains unchanged, too. It operates for the Yellowtec GmbH since July 8.

About Yellowtec

Continuously striving for higher standards of engineering and design, Yellowtec has become one of the most innovative manufacturers of easy-to-use professional broadcast solutions. Workflow-based optimizations and development processes lead to professional audio equipment Made in Germany which meets the highest standards of the broadcast market. As an innovator in product development, Yellowtec is committed to transforming complexity into usability. iXm Recording Microphone, Intellimix Desktop Mixer or PUC2 Audio Interface – for many applications Yellowtec sets new standards of technology, usability and esthetics. The company is based in Germany and operates around the world with about 50 highly qualified and unconventionally thinking employed experts. A second office is located in the USA. Selected references are Universal Studios, BBC, ARD, CBC, Radio France, Cumulus Media, and iHeartMedia.