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FOR IMMEDIATE RELEASE

## Lectrix Announces Partnership with Bulgin

PHILADELPHIA, Pennsylvania, USA — April 28, 2021 – Electronics industry sales and marketing expert [Lectrix](#) today announced its partnership with [Bulgin](#), a leading manufacturer of environmentally sealed connectors and components.

“The Bulgin partnership with Lectrix shows their channel partners, employees, and investors that Bulgin is forward-thinking about growth and about creating more opportunity for Bulgin and its stakeholders in the US market,” said Graham Kilshaw, Lectrix CEO.

Bulgin’s reliable and robust components are used in all areas of the medical industry from the production of pharmaceutical drugs to therapeutic, imaging, diagnostics and patient monitoring devices. The company’s medical connectivity solutions are currently supporting the medical industry worldwide in its fight against COVID-19. All of this positions them well for growth in 2021.

“Providing fast, reliable sealed solutions for the harshest of applications across multiple industries is what Bulgin does best. Bulgin was looking to connect specific marketing efforts with ROI and we are excited now to be able to deliver with Lectrix,” said German Casillas, Bulgin President. “Working with Lectrix allows us to get in front of our technical customers with targeted information and marketing that we can measure.”

With more than 95 years of industry experience, Bulgin provides fast, reliable connections to a global market. The company’s popular Buccaneer Circular Connector range is well known in the industry for providing reliable, robust connections for power, signal and data in challenging environments.

### About Lectrix

Lectrix delivers measurable ROI on marketing spend for B2B electronics companies.

By working directly with your sales and marketing teams, our electronics industry experts produce the predictable result you’ve always wanted: a direct connection between marketing spend and increased sales.

With our partner mindset and complete solution ranging from marketing strategy development to deployment to measurement, you’ll come to think of Lectrix as an essential part of your sales team.

### About Bulgin

Bulgin is widely recognized as a leading manufacturer of environmentally sealed connectors and components. With over 95 years of experience in the industry, Bulgin continues to innovate and develop products and services to cater for its global customer base across a variety of markets.