



RCD Components Launches New Branding with New Logo and Website



Manchester, N.H. (USA) - [RCD Components](https://www.RCDcomponents.com), a premier manufacturer of resistors and other passive components for the global electronics community, announces the unveiling of its new brand identity with a redesigned logo and a revamped website.

The rebrand reflects RCD's fresh new perspective as it joins the progressive [iNRCORE](https://www.iNRCORE.com) family of companies. RCD's robust offerings and extensive capabilities, far beyond the company's origin products, are reflected in the purposeful design of the new logo, where the three company name letters are interconnected to illustrate the infinite. A new bold, modern font and refreshed brand palette establish the strength, reliability and power of RCD and its products.

The new rebranded website incorporates an easily navigated menu and extensive technical information in a format designed to enhance visitor interaction and overall user experience. Product data pages provide information on all design variations in addition to offering the relevant series datasheets.

"When RCD joined the iNRCORE family of brands late last year, our team members all agreed that it was time for a new, refreshing look for our nearly 50 year old company," said Gerald Brimmer, President and General Manager of RCD. "Our new logo and website combine decades of passive component expertise and a solid, confident view of our future with our customers, partners and employees," added Brimmer.

RCD's new logo will be incorporated on company letterhead, business cards, product literature, brochures, trade show signage, product packaging, invoices, press releases, ads and other materials in the upcoming months. Please check out our rebranded website at www.RCDcomponents.com. For assistance with RCD's website and products please call +1-603-669-0054 or email sales@RCDcomponents.com.

RCD Components is a premier manufacturer of resistors and a major supplier of capacitors, coils and delay lines for the commercial, medical, military and aerospace industries. RCD's strengths include flexible manufacturing, resistive technology expertise and the design and manufacture of high-quality precision parts for demanding applications. Through its prior affiliation with Gowanda Components Group, RCD Components merged with iNRCORE in late 2020. For more information visit www.RCDcomponents.com and www.iNRCORE.com.

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