



MICOS

PRESS RELEASE

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MICOS TELCOM Under PLP Brand Identity

MICOS TELCOM, a leading manufacturer of passive fiber optic network components, is changing its brand identity after becoming part of Preformed Line Products (PLP) global group with the headquarters in Cleveland, USA. The new PLP CZECH REPUBLIC (MICOS) identity takes effect immediately and from 2024 on the company will only bear the global name PLP CZECH REPUBLIC. It is a follow-up to the acquisition of the Prostějov manufacturer in 2019 responding to the needs for a unified communication style on the global market.

"During 2022, we carefully analyzed the global market trends and the needs to fulfill our business and marketing goals. Based on a careful evaluation, we decided to change our corporate identity to the PLP brand," said Jiří Novák, EMEA Sales Director of MICOS TELCOM. "This step also results from the decision to boost the Czech production of COYOTE® fiber optic closures imported from the USA. It will guarantee our customers higher availability and flexibility of order fulfillment and enable us to achieve a significant reduction of the carbon footprint of our business within the entire EMEA region (Europe - Middle East - Africa)."

The identity changeover is not going to affect the official name registered in the business register this year. Until the end of 2023, the company name will remain MICOS TELCOM and the global PLP brand name will be graphically attached to "MICOS" ensuring smooth and clear changeover to the PLP identity for the customers.

MICOS TELCOM is going to celebrate its 33rd anniversary this year. Over the years, it has become a renowned innovative brand on the European and global ICT markets. It now ranks among the world's leading developers and manufacturers of passive fiber optic network components, particularly because of its range of FTTx network boxes. After joining PLP group in 2019, MICOS TELCOM received the status of "Centre of Excellence" for FTTx networks and telecommunications and became the sales, marketing and production headquarters for the entire EMEA region. The following acquisition of the HOLPLAST company with its molding plant in 2022 enabled rapid development of new product manufacturing in the Czech Republic. The production in the center of Europe plays a key role in providing our current and future customers with fast service. Our stable supplies, service and communication are not affected by global problems with unexpected fluctuations in prices, transport and production capacities.

MICOS TELCOM is a leading supplier of passive fiber optic network components as well as a provider of comprehensive services and assortment for all types of networks, including 5G technologies support. It is also engaged in production of EV charging stations and cooperates on production processes with various customers.

More information on: www.micostelcom.com

ABOUT PLP CZECH REPUBLIC (MICOS) - MICOS TELCOM s.r.o.

The company was established in 1990 as Micos Telcom and in 2019 became part of Preformed Line Products (PLP), one of the world's leading developers, manufacturers and suppliers of products for construction and maintenance of overhead and underground networks. Their products are now exported from the town of Prostějov to more than 70 countries and include over 1,000 items. They are owners of many unique technological and technical solutions and holders of various certifications including ISO 9001, ISO 14001 and ISO 45001. It is one of very few companies in the field that is able to offer custom made new and non-standard technical solutions - from prototype development and production to testing and deployment.

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