



# News Release

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## Industrial Electric Wire & Cable, Inc. Launches New Service –“**FABTECH**” New Berlin, Wisconsin

New Berlin, WI, January 08, 2009 – Industrial Electric Wire and Cable, Inc. (IEWC), New Berlin, Wisconsin has launched a new service known as **FABTECH**. This new service offering leverages Industrial Electric’s accumulated knowledge in the area of wire, cable and wire management products including the installation of these products. Industrial Electric has developed an expertise in matching up the unique attributes of the products produced by its manufacturing partners with specific end-use applications. In doing so, Industrial Electric intends to strengthen its position as a solution provider to Original Equipment Manufacturers (OEM) and Sub-Assemblers around the world.

**FABTECH** is a full service and complete turn-key program that delivers engineered solutions, cost efficient results, lean principles, automated manufacturing and assembly solutions and supply chain management to IEWC’s valued customers.

David Nestingen, President of IEWC, recently stated that, “Our decision to create a new service offering that focuses on providing performance-based wire and cable products to tackle the unique challenges as defined by our customers represents a true win-win solution. **FABTECH** represents another element of Industrial Electric’s Customer Driven – Solution Focused partnership with customers and manufacturers alike.” Industrial Electric has combined its knowledge of the unique manufacturing capabilities of the worlds best wire and cable **FAB**ricators with the **TECH**nological demands of the end-use applications to create the **FABTECH** solution.

For further information please contact Jim Fitzpatrick, Senior Application Specialist, or Mark Christie, VP of Wire Management Products, Industrial Electric Wire & Cable, Inc. at 800-344-2323 or via email at [jfitz@iewc.com](mailto:jfitz@iewc.com) and [mchristie@iewc.com](mailto:mchristie@iewc.com).

**Customer Driven • Solution Focused ...we’ve got you covered!**

[WWW.IEWC.COM](http://WWW.IEWC.COM)

*Industrial Electric Wire & Cable (IEWC) is a premier supplier of wire, cable and wire management products. IEWC satisfies unique customer needs by performing several value added services which include the stripping, dyeing, twisting and printing of materials.*