



Connection

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

IEWC Complies With REACH Initiative.

Industrial Electric Wire and Cable (IEWC) is acting in accordance with the terms set by the European Union's new REACH initiative. REACH (Registration, Evaluation and Authorization of CHemicals) is a widespread piece of legislation which establishes the European Chemicals Agency (ECHA) and seeks to regulate all products imported into the EU posing a threat to the environment or human health.

As defined in the REACH legislation, wire, cable and wire management products are considered "Articles." Since wire and cable articles do not intentionally release any substances, there is no requirement for customers of IEWC to register or pre-register any wire and cable related substances with the ECHA. There is, however, still a requirement to notify the ECHA if articles entering the EU contain a sufficient amount of any one the Substances of Very High Concern (SVHCs). The current list of SVHC's released on October 28th, 2008 can be viewed [here](#). As a distributor, IEWC relies on its supplier partners to provide information on the substances contained in our products and their compliance with regulations like REACH. As of November 2008, we have contacted all of our supplier partners and are working with them to assess their article exposure to SVHCs and obtain the appropriate documents ensuring compliance with the new legislation.



The ECHA has set forth a guideline for companies to respond to their EU customers within 45 days of an initial SVHC request. The information requested from our suppliers will give customers of IEWC the ability to respond to their own customers within 45 days. Outside of specific compliance requests from various end-users, the legislation also requires importers and dealers in the EU to notify the ECHA of all SVHCs contained in articles in concentration greater than 1% and in quantities above 1 tonne

per year. These notifications are not required until June 2011, but Industrial Electric is taking proactive actions now to enable full compliance of our customers well before the deadline.

For more information on Industrial Electric's REACH compliance, please contact James Pellizzi, Marketing Coordinator, at 262.957.1186 or via e-mail at JPellizzi@iewc.com

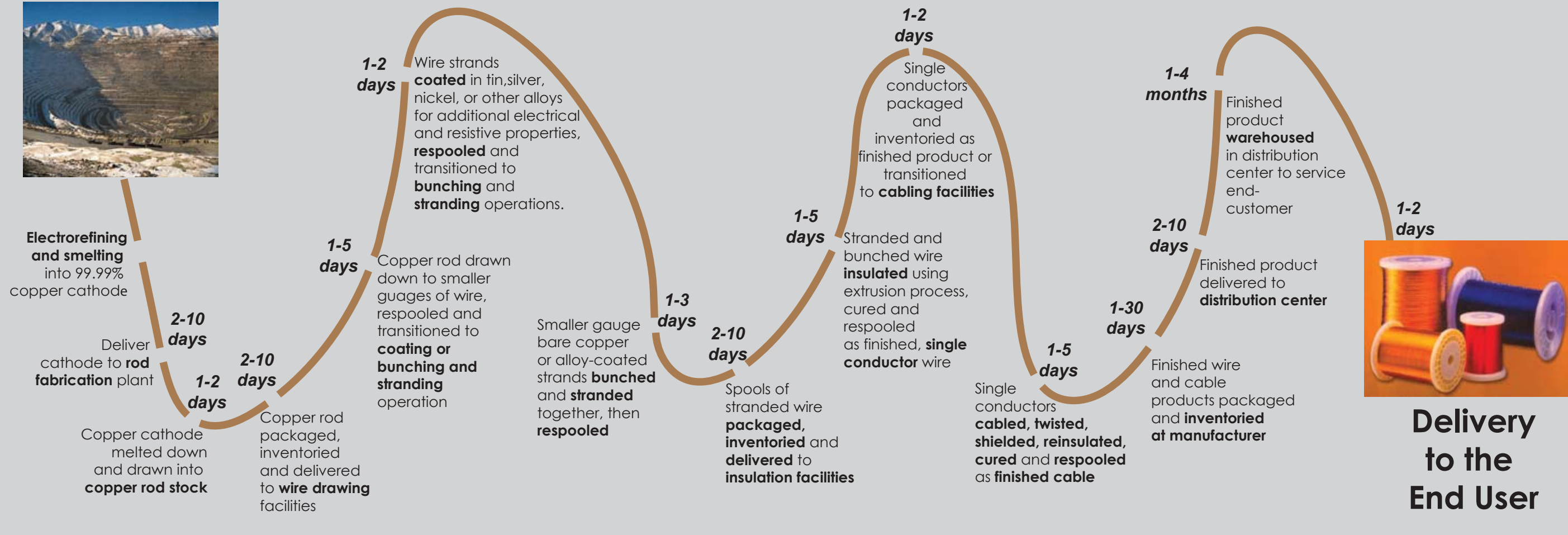
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From the Mine



COPPER: From Mine to Market

Industrial Electric Wire and Cable carries a large array of wire and cable products, most of which are based on a copper conductor. While this does expose our products to significant cost changes with fluctuations in commodity copper prices, the time delay for these cost adjustments to hit the market can be quite long. The graphic above explains the different processes and exchanges which create the pricing delay from mine to market.

Where Comex prices are paid for the initial pure copper cathode delivered to the rod fabrication plant on the front end, it takes anywhere between 40 and 200 days before that same copper material is sold to an end user in the form of a finished wire and cable product. With the large time delay in manufacturing, packaging, transporting, and warehousing wire and cable products, many weeks will pass before the market exchange price of pure copper has a direct effect on the market price for finished wire and cable product delivered to the end users.

Regardless of the disruptive, commodity exchange-driven shifts in product costs, IEWC is committed to providing the lowest total-cost wire and cable solution to end-users around the world.

SPOTLIGHT: Wire Management Products



Through identified customer needs, Industrial Electric Wire and Cable has bolstered its supply of wire management products. Championed by Mark Christie, VP of Wire Management Products, IEWC has committed to expanding its product offerings in this market and anticipates considerable growth in the area. Since June 2008, Mark has been working to increase awareness upstream and downstream with suppliers about the various distribution-related services IEWC provides. Look for more information on Industrial Electric's expanded wire management product offering in the near future.

For further information regarding Wire Management Products, please contact Mark at 262.957.1285 or via e-mail at MChristie@iewc.com.



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UPCOMING Trade Shows & Conferences

MD&M West

February 10-12, 2009
Anahiem Convention Center
Anahiem, CA
www.MDMwest.com

Electrical Wire Processing Technology Expo

May 20-21, 2009
Midwest Airlines Center
Milwaukee, WI
www.electricalwireshow.com

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