



# News Release

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## **Peter Augsten Changes Company Name to “IEWC”**

Frankfurt, Germany – Peter Augsten Wire & Cable has officially changed its name to IEWC Germany GmbH, effective January 3<sup>rd</sup> 2012.

Peter Augsten opened its doors in 1981 as a distributor of wire and cable products servicing automotive, switchboard, portable power, control, signal and tray cable markets in Germany. IEWC acquired the business in 2008 and subsequently expanded to a new, LEED Certified, 20,000 square foot, state of the art distribution center in Frankfurt, Germany, which now serves as the company’s EMEA (Europe, Middle East, Africa) headquarters.

Paul Bryant, Chief Commercial Officer of IEWC Corporate, stated, “EMEA’s Managing Director, Cory McFarlane, has worked closely with Oliver Heberling, Managing Director for Peter Augsten, as well as other employees in EMEA and IEWC corporate to develop an aggressive growth strategy. This new strategy will be better served by the new name – IEWC Germany GmbH.” It brings the European business entity into greater alignment with the company’s corporate brand identity, which focuses on being a global solutions provider to OEM’s and Sub-Assemblers around the world. All current Peter Augsten employees and positions will be retained through this change.

With strong partnerships with suppliers such as Alpha Wire, Belden, Champlain Cable, General Cable, RSCC and many others, EMEA represents an immense global trading area for IEWC. In addition to its headquarters in Frankfurt, Germany, the company also has a distribution center near Bristol, United Kingdom. For more information about IEWC’s business activities in Germany, please contact either Oliver Heberling, Managing Director, IEWC Germany at +49-6175-7979-105 or James Pellizzi, IEWC Marketing Coordinator at 262-957-1186 or via e-mail at [JPellizzi@iewc.com](mailto:JPellizzi@iewc.com).

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IEWC is a premier global supplier of wire, cable and wire management products, with warehouses strategically located around the world.