



News Release

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Industrial Electric Wire and Cable Expands Sales Operations to Canada

New Berlin, WI, January 2, 2006 – Industrial Electric Wire and Cable expands its sales operations north, across the United States border, into Canada. Eric Paszat, General Manager, will champion this expansion as IEWC supports the needs of the OEM and Sub-Assembly markets throughout Canada. Canada's population today is 32 million people strong and growing; the country's natural resources are continuing to fuel strong economic growth across all commercial business sectors. **IEWC CANADA** will be headquartered in the greater Toronto area and will support all accounts across Canada.

Eric Paszat brings more than 25 years of wire and cable expertise to this operation. Mr. Paszat, born and raised in Canada, has been associated with Industrial Electric for more than 11 years and has a proven track record in Business Development and Sales Management. His most recent work experience was with Noma Corporation (Stouffville, Ontario). Academic studies were completed at York University, Seneca College and Durham College.

Industrial Electric has been servicing the North American wire and cable market with numerous distribution locations for more than 44 years. Industrial Electric performs several wire management services such as striping, dyeing, twisting and printing of material to satisfy unique customer needs. This increased commitment of resources to the Canadian marketplace signals IEWC's strategic focus on business development within the North American free trade zone.

To learn more about **IEWC CANADA** contact Eric Paszat at 866-303-6596 or via email at epaszat@iewc.com.

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