

# Connection™

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

## FABTECH™: Customer Needs, IEWC Solutions

Industrial Electric Wire & Cable has launched a new service known as “FABTECH™”. This new service offering leverages Industrial Electric’s accumulated knowledge and expertise in the area of wire, cable and wire management product applications to help customers specify the best, most cost-effective wire and cable solution for the project.

FABTECH™ provides a turnkey solution for new product development and existing product re-engineering or re-design. The primary goal of FABTECH™ is to create a truly engineered solution that the customer favors while providing superior installation options at the lowest applied cost. The program targets the specific requirements of the application, including environment hazards and electrical specifications. According to Jim Fitzpatrick, Industrial Electric’s Senior Application Specialist, “The end-use environment must be evaluated to determine the physical, mechanical and electrical performance needs of the wire and cable products. Factors such as chemical resistance, flexing cycles,



corrosivity, abrasion resistance and temperature range are all examples of the environmental components to be taken into consideration.” This evaluation produces a specific product for a specific purpose in the customer’s application. FABTECH™ also works to lower the customer’s costs in the manufacturing process, helping to identify the most efficient products and automated assembly and marking solutions to increase overall productivity. By creating a continuous flow from design to delivery, Industrial Electric continually strengthens its position as the premiere supplier to original equipment manufacturers and sub-assemblers around the world..

FABTECH™ is championed by Jim Fitzpatrick, Senior Application Specialist and Mark Christie, Vice President of Wire Management Products. Jim can be reached at 262-352-1891 or via e-mail at [JFitzpatrick@iewc.com](mailto:JFitzpatrick@iewc.com). Mark can be reached at 262-957-1285 or via e-mail at [MChristie@iewc.com](mailto:MChristie@iewc.com).

### INSIDE THIS ISSUE

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# Message from the President: IEWC Remains a Strong Supplier in Challenging Times

Over the past 47 years, Industrial Electric has placed an emphasis on providing customer delight. In today's weakened economy, the value of our supply chain partnerships has never been more important. Industrial Electric has gone to great lengths to ensure that we continue to be your preferred supplier through the good times and bad by maintaining:

- A strong balance sheet
- Candid relationships with our banks
- Competitive pricing
- Shelf inventory of over 24,000 part numbers
- High - quality products
- On-time delivery

With twelve locations around the world still running at full capacity, rest assured that Industrial Electric Wire & Cable will continue to be your strong and dependable supply chain partner in good times and bad. IEWC looks forward to satisfying your wire, cable and wire management needs during these challenging times.

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

Sincerely,

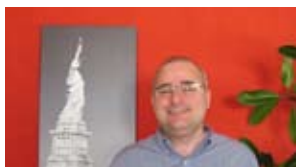


David Nestingen  
IEWC Corporate President



## Peter Augsten Wire & Cable – IEWC's presence in Europe

Peter Augsten Wire & Cable GmbH, Industrial Electric's European distribution center and sales office, is located near Frankfurt, Germany supporting customers throughout the European Union. They have been doing so since 1981, primarily supplying UL/CSA products that meet NEMA and NEC requirements. Industrial Electric's partnership with Peter Augsten began in 2006, when the two companies created an International Trans-Atlantic Alliance that expanded both organizations' ability to service and support the unique needs of OEM's and sub-assemblers worldwide. The partnership continued to strengthen through recent years, leading to Industrial Electric's purchase of Peter Augsten in 2008.



### Gerald Mueller - Managing Director

Gerald is responsible for leading IEWC's distribution and sales services throughout

the entire European Union. He is highly qualified with over 14 years of experience in the wire and cable industry. Outside of the office, he is a wine connoisseur. He can be reached at +49 (0) 6031 / 16224-44 or via e-mail at [GMueller@iewc.com](mailto:GMueller@iewc.com).



### Oliver Heberling - Account Executive

Oliver is responsible for current and developing business in the European

Union and has 10 years of experience in the wire and cable industry. Playing the guitar in his spare time keeps him busy. He can be reached at +49 (0) 6031 / 16224-46 or via e-mail at [OHerberling@iewc.com](mailto:OHerberling@iewc.com).



**Simone Kresin - Account Manager**

With five years under her belt, Simone is also responsible for business accounts in Europe. In addition, she handles the company's marketing responsibilities. A favorite hobby of hers is singing. She can be reached at +49 (0) 6031 / 16224-45 or via e-mail at [SKresin@iewc.com](mailto:SKresin@iewc.com).



**Oliver Micknass - Account Representative**

Oliver, aka Mick, has 3 years of experience in the wire and cable industry and assists with sales and marketing activities of the company. When not in the office, he loves being with family and friends. He can be reached at +49 (0) 6031 / 16224-47 or via e-mail at [OMicknass@iewc.com](mailto:OMicknass@iewc.com).



**Sascha Block - Quality Assurance Manager**

New to the wire and cable industry, Sascha is responsible for maintaining IEWC's high quality standards in Europe. With a degree in electrical engineering, he is the right man for the job. Sascha is also an avid soccer player. He can be reached at +49 (0) 6031 / 16224-40 or via e-mail at [SBlock@iewc.com](mailto:SBlock@iewc.com).



**Dieter Block - DC Lead**

Dieter is responsible for the day to day operations in the warehouse, ensuring the right products are delivered on-time to our customers. He has eight years of experience in the wire and cable industry. Dieter is Sascha's father. He can be reached at +49 (0) 6031 / 16224-40 or via e-mail at [DBlock@iewc.com](mailto:DBlock@iewc.com).

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## People on the move...

**Mark Reinbold** has joined IEWC as an Account Executive in the US North Central region. His territory includes Western Iowa, Missouri, Nebraska, and Kansas. Mark's background includes working as an engineer for an emergency lighting manufacturer. Mark holds a bachelor's degree in Industrial Engineering and has been in the wire and cable industry for the past 12 years. In his spare time he enjoys traveling, hiking, biking and skiing. Mark can be reached at 314-346-2008 or via email at [MReinbold@iewc.com](mailto:MReinbold@iewc.com).



**Jim Fitzpatrick** has re-joined IEWC in the role of Senior Application Specialist. Jim previously worked for Industrial Electric for 26 years in various sales and marketing roles before a short stint with Alpha Wire. In his new role, Jim champions the new FABTECH service, helping customers source specially engineered products for their applications. In his spare time, Jim enjoys carpentry, rebuilding cars and traveling. He can be reached at 262-352-1891 or via e-mail at [JFitzpatrick@iewc.com](mailto:JFitzpatrick@iewc.com).





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Give us a call at 800-344-2323

### UPCOMING Trade Shows & Conferences

#### WHMA

February 25-27  
Chaparral Suites Resort  
Scottsdale, AZ  
[www.whma.org](http://www.whma.org)

#### Wire Processing Technology Expo

May 20 & 21  
Midwest Airlines Center  
Milwaukee, WI  
[www.electricalwireshow.com](http://www.electricalwireshow.com)

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