



# News Release

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## Industrial Electric Wire & Cable and P. Augsten wire & cable GmbH Announce International Trans-Atlantic Alliance Agreement

New Berlin, WI, February 15, 2006 – Industrial Electric Wire & Cable, headquartered in New Berlin, Wisconsin, USA, has partnered with Peter Augsten wire & cable GmbH of Frankfurt, Germany to create an International Trans-Atlantic Alliance. This strategic alliance will expand the product offering of both organizations as they partner to service and support the unique needs of OEM's and Sub-Assemblers worldwide.

Industrial Electric, has been serving the wire and cable market with numerous distribution locations for more than 44 years. More recently, Industrial Electric has extended its distribution model into Mexico and Canada as part of its long term plan to expand internationally. IEWC, an employee-owned company, creates customer delight by providing "Worldwide-Solution Focused-Partnerships" that exceed customer expectations. According to Dave Nestingen, President of IEWC, "Over the years, Industrial Electric has developed a strong partnership with Gerald Mueller and his colleagues at P. Augsten Group. This alliance represents the next logical step in strengthening that partnership."

P. Augsten Group has been serving the local European market since 1981 with UL/CSA products that meet NEMA and NEC requirements. As a stocking distributor, P. Augsten Group is also keenly focused on the product and service needs of its customers. The company provides a wide array of products to service automotive, switchboard, portable power, control signal and tray cable needs in the market.

This Trans-Atlantic alliance created by IEWC and the Peter Augsten Company signals the strategic focus of both organizations to work cooperatively to satisfy customer requirements. To learn more about this strategic alliance, contact John Dew via email at [johnd@iewc.com](mailto:johnd@iewc.com) or Gerald Mueller at [g.mueller@augsten.de](mailto:g.mueller@augsten.de).

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



**Dave Nestingen**  
President  
IEWC

**Gerald Müller**  
Managing Director  
Peter Augsten Wire & Cable