



## News Release

FOR IMMEDIATE RELEASE: October 21, 2013

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### IEWC Announces Launch of Global Website Presence

*Milwaukee, Wisconsin – October 21, 2013* – IEWC is pleased to announce the launch of the improved [www.iewc.com](http://www.iewc.com) and its newly developed global counterparts. This effort represents over two years of cross-departmental planning and development with the goal of increasing value to IEWC customers, suppliers and employees through improved content and expanded web capabilities.

The identification, creation and implementation of IEWC's new global digital presence has produced more valued content, improved functionality and an enhanced user experience. "Ultimately, we want our customers to have the same satisfying experience online as they do when they work with our sales staff," stated Jeff Sleik, IEWC's Marketing Communications Manager. "It's about giving the customer choices of how they can interact with IEWC, and ensuring that no matter what method they choose, the end-result is a great experience."

The new IEWC.com will allow users easy access to the company's robust selection of products and services through a fully searchable online catalog, along with an extensive library of technical information and industry news.

IEWC stepped up its commitment to digital communications in March of 2012 with the addition of Jeff Sleik as Marketing Communications Manager. Since that time, IEWC has increased its utilization of various digital communication mediums such as social media in addition to the improvement of IEWC's global digital communications infrastructure.

For further information, please contact:

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#### **About IEWC** - ([www.iewc.com](http://www.iewc.com))

IEWC is a premier global supplier of wire, cable and wire management products, with distribution centers strategically located throughout the world.

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