



News Release

FOR IMMEDIATE RELEASE
1 October 2020

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IEWC Fully Integrates European Divisions as Premier Cables

Premier Cables, IEWC UK & Ireland, and IEWC Germany combine to form fully integrated division

Milwaukee, Wisconsin – In an effort to expand product line breadth and service offerings to IEWC’s varied markets, streamline operations, and unify IEWC brands, the company has completed a strategic European regional realignment. Under this realignment, IEWC European, Middle East, and African regional offices and warehouses throughout Great Britain, Ireland, and continental Europe will be known as Premier Cables. These locations will offer broader capabilities and support to Premier Cables, headquartered in Dunstable, England with locations throughout the UK.

During the past twelve years, US-based IEWC expanded its European global footprint through strategic acquisitions. In 2008, IEWC acquired Peter Augsten Wire & Cable of Frankfurt, Germany (later renamed IEWC Germany) and C3 of Weston-super-Mare, UK (renamed IEWC UK & Ireland) in June of 2009. The 2015 purchase of Premier Cables Limited rounded out the acquisitions. The branch has operated under the Premier brand since then and will now be the headquarters for IEWC European, Middle Eastern and African operations.

This integration will provide current and future customers with a wider variety of product and service support. Premier Cables customers now have direct access to a much broader offering with more brands and stock of wire, cable, and wire management product, giving them greater purchasing efficiency. Similarly, legacy European IEWC customers also have access to more inventory and a larger breadth-of-offering with more commodity, regionally sourced materials. Following these changes, the IEWC Europe-based sales team is better equipped to service various customer segments: original equipment manufacturers (OEMs), contractors/installers, wholesalers/resellers, and infrastructure.

“The expansion of Premier Cables to include IEWC UK & Ireland and IEWC Germany operations has increased our speed to serve, the breadth of products on hand, and flexibility in serving customers from our integrated locations,” explained Mike Veum, President and CEO of IEWC. “Furthermore, this realignment will ensure consistency in our customer experience and quality in our support.”

“Formally expanding Premier’s footprint into IEWC’s European locations certainly will bring additional opportunities for Premier, given IEWC’s substantial global presence and customer base. But we are also excited for what Premier will add to IEWC’s traditional business in Europe. While the markets we serve look different from afar, there are many synergies to be recognized and Premier Cables’ strength in the UK and Europe will be an excellent cornerstone for the integrated Premier Cables/IEWC organization going forward,” commented Michelle Osman, Chief Operating Officer of IEWC.

IEWC Germany was founded in 1981 as a distributor of wire and cable products serving automotive, switchboard, portable power, control, signal, and tray cable markets in Germany. IEWC UK & Ireland was founded in 2005 as a distributor of wire and cable supporting UK markets. Premier Cables, founded in 1992, is a distributor of cable and accessories to various infrastructure, broadcast and communications, building projects, and alternative energy projects, directly and through wholesalers.

About IEWC & Premier Cables

IEWC and Premier Cables advance the way the world connects, stays powered, and drives forward through comprehensive wire, cable, and wire management solutions. Global supply chain partners to thousands of companies in manufacturing, infrastructure, broadcast, professional audio-visual and telecommunications, IEWC and Premier Cables have been entrusted partners supporting customer supply chain, logistics and product quality initiatives for almost 60 years. IEWC (www.iewc.com) is an employee-owned company with nearly 30 locations in nine countries, serving customers in 96 countries.

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