



**International Wire**  
A PANTHEON ELECTRIC COMPANY

# IWG Quarterly Marketing Newsletter

## April 2021



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#### International Wire's Role in the Copper World

- What Markets do we serve?
- How can we grow?

#### Spotlight on IWG

- A look at products from our North American Business Units
- The heart of IWG

#### IW Marketing News

- IWG has a new website!



### Thoughts from our CEO



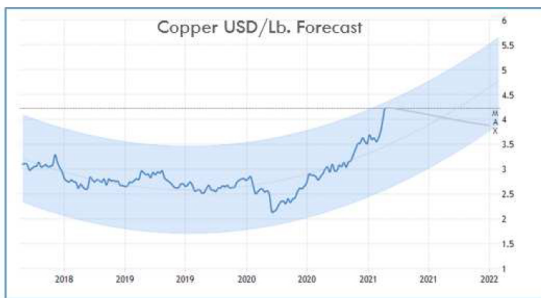
**Gregory J. Smith**

"To be successful, it will require us to think differently while being agile and creative in the way we approach our challenges. To this end, it is imperative that we work smarter to increase our output to meet increased demand. I'm proud of the resilience our workforce has demonstrated when our business was down in 2020 and I'm confident that through perseverance we will overcome these new challenges in 2021."



### Growth Is Great !

Copper is expected to trade at \$4.21/lb by the end of this quarter according to analyst expectations.



Source: Tradina Economics.com/commodity/copper

The Biden '\$2 trillion green infrastructure and jobs plan' over his first term in office will generate growth. Biden plans for the US to rejoin the Paris agreement, and he wants to ensure the U.S. has a carbon pollution-free power sector by 2035. That would be a huge boost for solar and wind energy as well as energy storage. Biden also plans to strongly support electric vehicles (EVs) including adding at least 500,000 more charging stations. All of this requires a lot more copper. Estimates suggest that North America's wire and cable market size will reach a yearly estimation of more than \$40bn by 2026.

**In short, demand is high and business is booming and we need to be ready!**

# International Wire's Role in the Copper Wire World

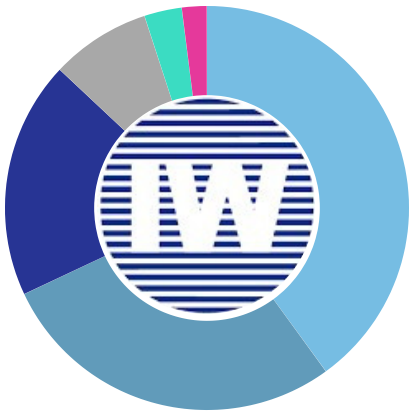


**What Markets Does IWG Serve?**



**Top Opportunities For Growth In Our Market**

## IWG Markets



- Industrial
- Electronics
- Aerospace
- Automotive
- Consumer Appliance
- Medical

## Industrial / Energy

- Industrial power cable for mining, oil & gas rigs, wind and cell towers
- Circuit protection for residential and industrial applications.
- Carbon Brushes for small motors and power tools
- Entertainment and Stage Lighting - our customers sully "portable" power for concerts, Super Bowl, Olympics, World Cup, and other events.

## Automotive

- Our wire ends up in cars produced by Ford, GM, Chrysler, Toyota, Honda, VW, Mercedes, Tesla, Hyundai, BMW, and others for use in the wiring harness, battery cables, and electronics.

## Electronics / Data Communication

- Category cable (CAT), ethernet, HDMI video cables, and computer networking cables.

## Consumer Appliance

- Extension and power cords
- Speaker wire, landscape lighting, irrigation systems, lamp cord, washers/dryers.

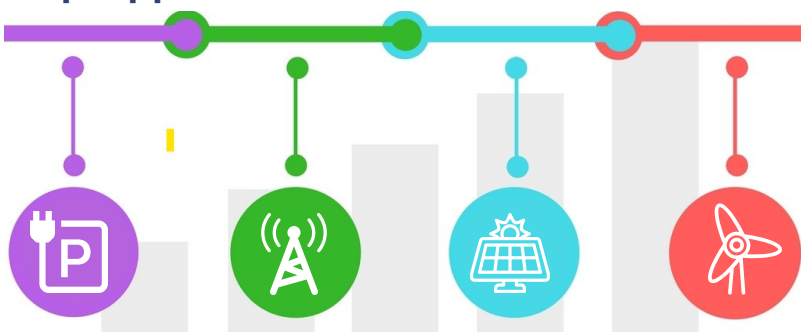
## Aerospace

- Both commercial and military applications
- Internal airplane wiring, in-flight entertainment,

## Medical

- World-class wire products for such critical application, as medical equipment, that requires high-strength, high flex-life and precision plating

## Top Opportunities for Growth In Our Market



- Grounding & Power Cable for Wind & Solar
- Battery and Wiring Harness for EV Cars and Charging Infrastructure
- Grounding and Power Cables for 5G Infrastructure





# Product Spotlight

From Our North American Business Units



## POWER & CONTROL TRAY CABLE

14 AWG, 4 Conductors, 19/.0147 Stranded Bare copper  
Mini Split Type TC Power & Control Tray Cable



### APPLICATION:

- Electrical Power & Control Cable
- Direct Burial & Sunlight Resistant for Solar Farms
- Security and Alarm plus many other applications

### SPECIFICATION:

- Conductor Diameter, D.C. Resistance
- Uniform surface.

### END USERS:

- Commercial and Residential consumers

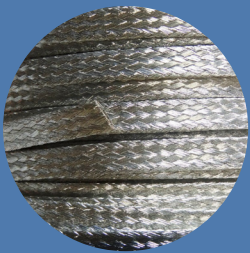
### MARKETS:

- Industrial/Energy



## TINNED COPPER FLAT BRAID

48X22/30 1 3/8" Width x .15" Thickness 1/0 AWG



### APPLICATION:

- Grounding Strap for machinery

### SPECIFICATION:

- Width
- Thickness
- Wire Diameter
- PPI

### END USERS:

- Caterpillar

### MARKETS:

- Industrial
- Energy





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# Big News!

# IWG has a new Website!

Visit our new website to learn more about International Wire, our Products, Divisions and Markets Served.

Download our product catalogs, review pricing information, and utilize our many available resources including available open positions to join our team.

## Let's get connected!

Visit our new website today!



The screenshot shows the homepage of internationalwiregroup.com. The header features the company logo and a navigation menu with links for HOME, PRODUCTS, MARKETS, ABOUT, RESOURCES, and CONTACT. The main content area includes a large blue banner with the website URL, a 'LEARN MORE' button, and a section titled 'ABOUT US' with a 'LEARN MORE' button. Below this is a section for 'PRODUCTS AND DIVISIONS' with a 'LEARN MORE' button. The 'MARKETS' section lists various industries: AUTOMOTIVE, AEROSPACE, INDUSTRIAL/ENERGY, ELECTRONICS/DATA COMMUNICATION, CONSUMER/APPLIANCE, and MEDICAL. A 'GET CONNECTED' section at the bottom has a 'CONNECT' button. The page is decorated with images of copper wire coils and factory workers.

# internationalwiregroup.com

all of our stakeholders.

LEARN MORE

## ABOUT US

International Wire Group, Inc. headquartered in Camden, New York is the largest non-vertically integrated copper and copper-alloy wire products manufacturer in the United States. Our expanded operations in Europe further distinguish our unique footprint. Our strength lies in the capacity and breadth of products we offer, which service a wide range of applications represented in a variety of diverse major market segments.

Look no further than International Wire for the highest quality bare, tin-plated, silver-plated and nickel-plated copper wires, as well as specialty items such as copper-based alloys, aluminum conductors or engineered electrical solutions.

LEARN MORE



## PRODUCTS AND DIVISIONS

Our products include a broad line of copper wire constructions and gauges with a variety of electrical and conductive characteristics. International Wire operates five business units: Bare Wire Division, Continental Cordage, Hamilton Products, Owl Wire and Cable, and High Performance Conductors, located in the United States, and Engineered Products, located in Europe.

LEARN MORE

## MARKETS

International Wire Group has earned an outstanding reputation as a reliable manufacturer and supplier to Industrial/Energy, Electronics/Data Communication, Consumer/Appliance, Automotive, Aerospace, Medical markets. We partner with our customers and deliver products and solutions that exceed their expectations.

LEARN MORE



- AUTOMOTIVE
- AEROSPACE
- INDUSTRIAL/ENERGY
- ELECTRONICS/DATA COMMUNICATION
- CONSUMER/APPLIANCE
- MEDICAL

## GET CONNECTED

Ready to talk about your project needs? Our expert team is here to help you.

CONNECT

