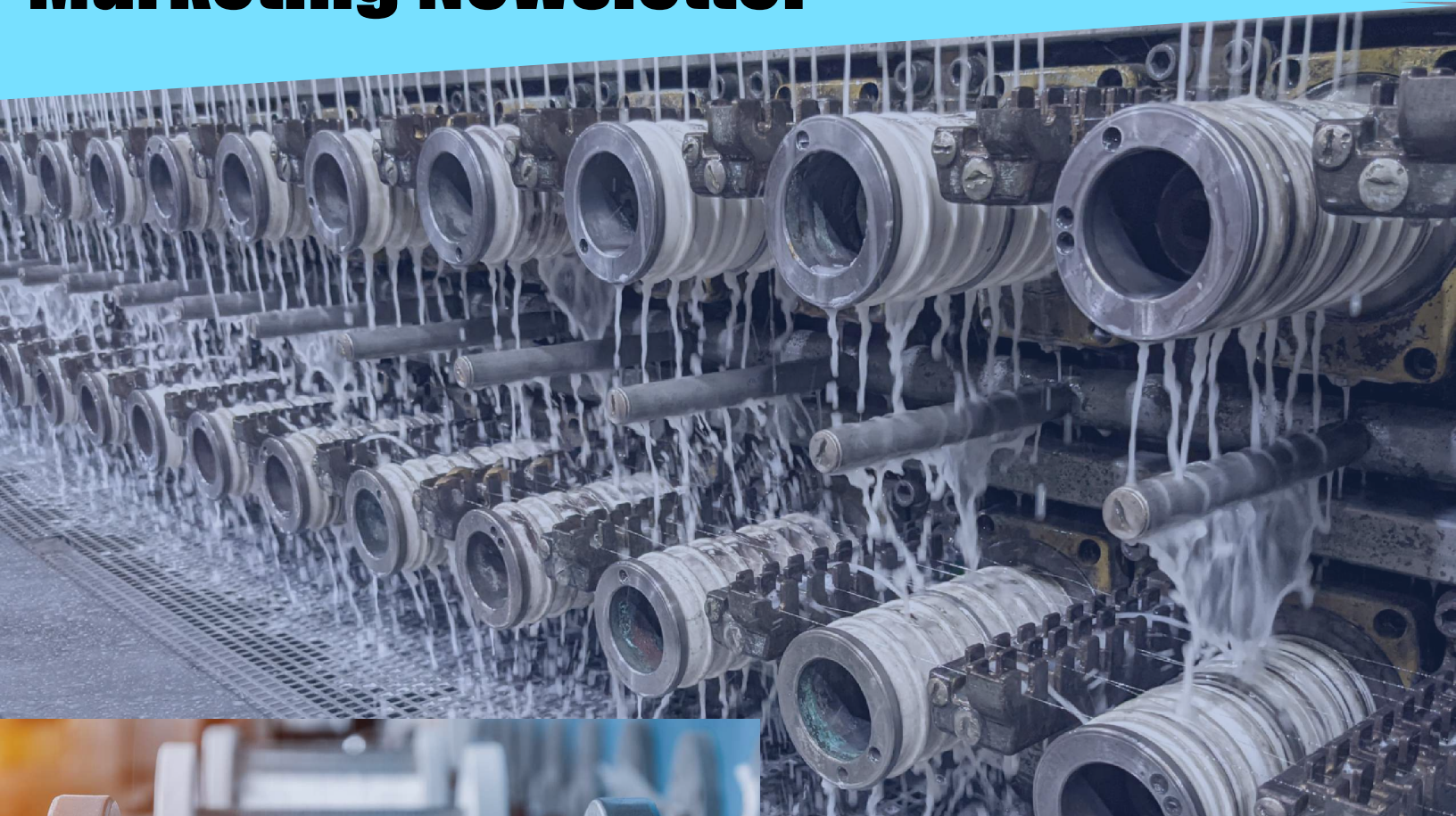


# International Wire Q2 2022 Marketing Newsletter



***Wired for  
success***



## **THIS ISSUE HIGHLIGHTS:**

- ***IWG recognition awards from Atlas Holdings***
- ***2022 Atlas Leadership Academy participant***
- ***Our products spotlights***
- ***Safety Improvement Initiatives at IWG***
- ***Successful career stories of our employees***
- ***Data Center construction market update***
- ***Copper's Role in the Circular Economy***







# Atlas annual conference awards



**Congratulations to Greg Smith, CEO and President of International Wire, and the recipient of Atlas Holdings' 2021 Chairman's Award!**

This prestigious award is presented annually to one member of the Atlas Holdings family whose leadership, effort, dedication, and performance have resulted in extraordinary outcomes. Greg's principled leadership has resulted in IWG emerging as a rapidly-growing, highly-performing organization. Greg has demonstrated expertise, tenacity, and compassion and has earned respect and recognition from Atlas.



**Congratulations to the International Wire team, represented by Mike Dellefave and David Baskin, who won a fundraiser Conrnhole competition!**

The finalists of the competition, IWG and Greenidge Generation, raised \$173,254, which was equally split between the companies to donate to a charitable organization of their choice. IWG made an \$86,627 donation to High Hopes\*, the organization, which provides therapeutic horseback riding to people with special needs and veterans. High Hopes subsidizes 80% of the cost of services for participants to ensure that families who need support don't get turned away. The donation intends to make a difference in the life of a child or adult who relies on their services for critical physical, emotional, or cognitive support.





**Congratulations to the International Wire team,  
recognized by Atlas Holdings for continuous improvement  
in business performance and safety!**



**Congratulations to Tony Torzon, Camden Operations Plant Manager,  
who was chosen by Greg Smith to represent International Wire  
in Atlas Leadership Academy in 2022!**



Tony joined IWG in 2018 as OWI's Plant Manager and was promoted to Plant Manager of Camden Operations in April 2020 overseeing Plant 1, Plant 2 (Warehouse), Plant 3 (Electroplating) and our Reel Shop.

Tony's consistent approach with metrics, prioritization, and personnel has earned him the respect of even those of his peers that have been in the wire industry for over four decades. Tony possesses exceptional leadership skills. He's extremely organized and consistent, has a can-do attitude, puts the greater-good of the organization above his own needs, works with an engrained "fire in his belly," and above all he spends the time to coach, mentor, and develop those who work for him.

The Atlas Leadership Academy is a year-long leadership development initiative. The ALA program develops specific skills needed to transform and strengthen businesses. Each class represents a cross-section of Atlas companies and members are selected by their CEOs for their passion, performance, potential, and personal commitment to delivering breakthrough results.

As a member of the ALA class of 2022, Tony Torzon will dedicate his project to reducing IWG Bare Wire Division Maintenance Repair Parts expenses.



# Product Spotlight

## Ignitor wire

**High-Performance Conductors** supplies nickel-plated bunched wire.

### Application:

Gas grill and appliances. The igniter is what creates a spark and lights the gas supplied by the propane tank or natural gas line in order to create the flame used to grill. Gas grill igniters consist of four main components:

**A spark generator** generates the electric charge.

**Igniter wires** to carry a charge from the spark generator to the electrode.

**Electrodes** that are attached to the ignition wire emit the spark that ignites the gas.

**A collector box** to help capture the gas for quicker ignition.

### Specification:

Conductor Diameter, D.C. Resistance, uniform surface.

### End-User/Market:

Consumer/Lifestyle



## Carbon brush wire

**Bare Wire Division** provides 44 AWG Ultra Flexible Rope, used in Carbon Brushes.

### Application:

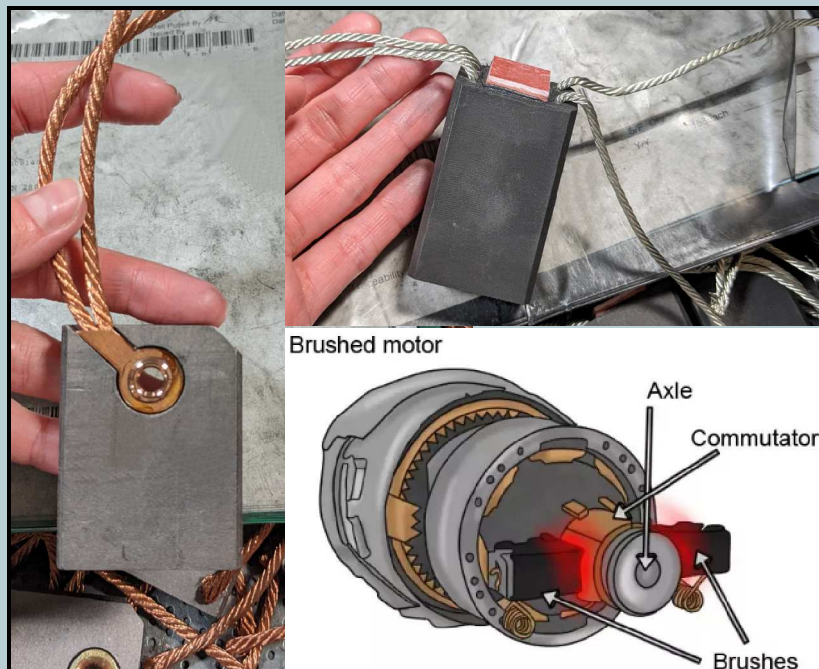
A carbon brush, also known as a motor brush, is a very small part of an electric motor that conducts the electrical current between stationary and rotating wires inside the motor/generator. Carbon brushes work by reducing the damage to the motor, by carrying the current back and forth between the stationary and moving parts of the motor. Instead of having an integral part of the machine wear away from this process, these are easily replaceable parts that are designed to wear away.

### Specification:

Conductor Diameter, Gram Weight, DC Resistance

### End-User/Market:

Industrial, Automotive



# Product Spotlight

## Data Center Power Cable

**Owl Wire & Cable** supplies multiple 24 AWG Class I Rope Cable conductors for data center power cables.

**Specification:**

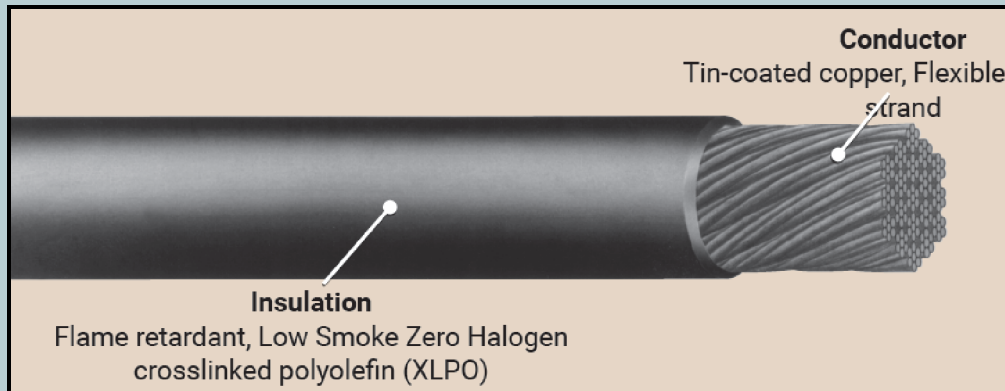
Conductor Diameter, Gram Weight, Length of Lay

**End-User/Market:**

Industrial

**Application:**

The pictured cable's intended use is for 600/1000V AC or DC applications in data centers. Utilizing low smoke zero halogen compounds, these cables provide resistance to flame, produce low or limited smoke, and emit non-toxic halogens in emergency situations.



## Flexible bar kit for EV

**Engineered Products Division** manufactures flexible bar kits for electric vehicles.

**Application:**

A flexible busbar kit serves as a connection and a conductor of electricity from EV battery to EV powertrain.

**Specification:**

Current-carrying ampacity, operating temperature, dimensions

**End-User/Market:**

Automotive





# Product Spotlight

## Bonding strap for solar mounts

**Continental Cordage** provides tinned copper flat braid for bonding straps for solar mounts.

### Application:

Bonding strap for solar mounts is an important component for installing solar energy systems. A bonding strap is used for connection between rails and conducts electricity. Copper bonding braid forms a sturdy and flexible connection, provides the best grounding system, plays a good conductive role, and ensures the safety of the device.

### Specification:

Width, thickness, end count, picks per inch.

### End-User/Market:

Electrification



## Aerospace harness overbraid

**Hamilton Products** applies Stainless Steel Overbraid to cable and harness assemblies for a broad range of applications.

### Application:

Cable and harness assemblies, over braided with stainless steel, are used in a wide variety of aerospace engines and applications including:

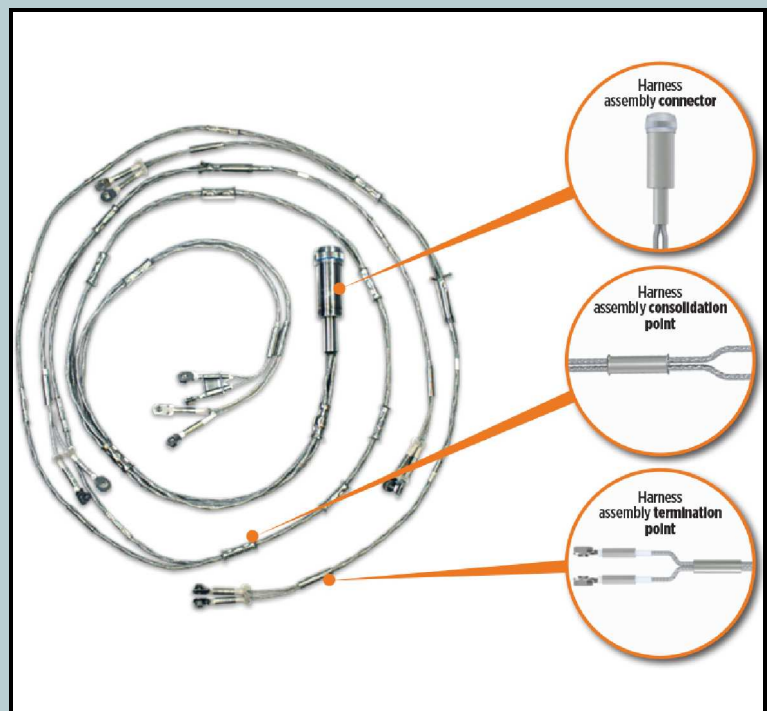
- Cable assemblies for large frame ground-based turbines
- Cable and harness assemblies for ground-based aero-derivative engines
- Vibration cables for the CF6 80 Series engine
- Mineral insulated cable
- Cables for A320neo engines

### Specification:

Coverage, Picks Per Inch, Braid Angle.

### End-User/Market:

Aerospace



At IWG safety of employees is our first and foremost priority. We undertook a potential serious injuries and fatalities (PSIF) risk reduction project after a near hit.

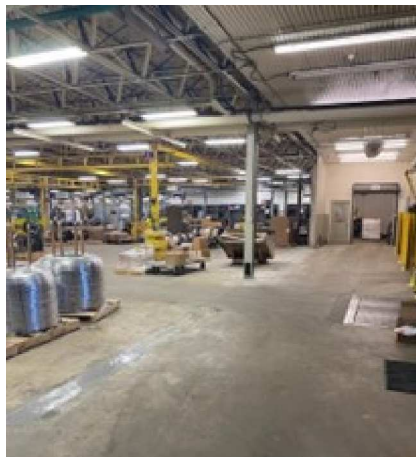
At High-Performance Conductors, Inc., a division of International Wire Group, while loading a truck, one of the fork trucks had its front wheel fall between the dock and the truck. The root cause was that the PIT was encumbered by a wall behind it and didn't have the room to turn to get the last pallet onto the truck. The project was launched right away. This project was both a SIF reduction opportunity and an opportunity to make ergonomic improvements to how we were packing reels in the boxes. The old method involved lifting operations while packing boxes. HPC team developed multi-faceted and started to execute on it:

### Step 1: Wall removal.

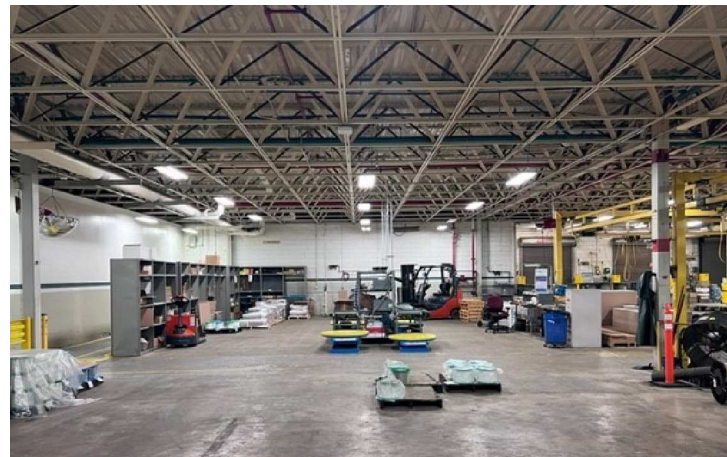
Before wall removal:



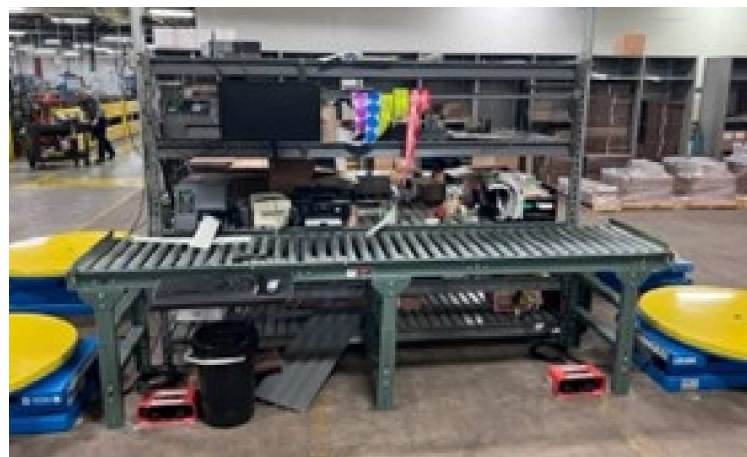
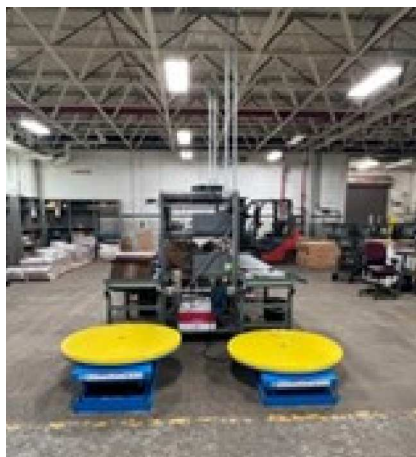
After wall removal:



**Step 2:** Removal of an old office structure that held the First Aid Room and an old office. First Aid was relocated, this opened up more space in the shipping area.



**Step 3:** Equipment addition: 4 Lift tables and 2 roller tables were added to ease lift workload and to get the work to waist height, where core muscles could be used instead of back muscles while moving reels from the pallet to the shipping container. All the label printers and computers were centralized in between the two lines to reduce wasted steps.



With this project being implemented, we have reduced risk and increased productivity by streamlining the packing and shipping processes. The employees that have worked in this area for a while provided positive feedback on these improvements.



# SUCCESS STORIES FROM OUR EMPLOYEES



"My career with International Wire, Hamilton Products officially began in 2006 but my vocation for sales & business management started many years prior with previous employment roles and being the eldest daughter of two entrepreneurial parents running sole proprietorships.

I joined Hamilton Products Inc. in 2006 for primarily sales & marketing but was quickly tasked with authoring a quality manual and operating procedures, in an effort to become an ISO-certified braid manufacturer. We achieved certification within the first year of my employment as my drive to develop the business was warmly embraced by the long-term staff of Hamilton Products whose skills were easy to promote! I spent the next 15 years fostering major aerospace accounts and expanding the business. I found my creative mind was constantly intrigued with the customized braids our unique clientele would engineer and we would materialize!

In addition to managing our largest customers' sales portfolios, I was promoted to General Manager in 2021 and was given overall responsibility and a dedicated focus in leading growth strategies for the business unit. I worked in conjunction with the Business Development team over the past year to bring a concept of International Wire Cable Services to life; reselling single-end copper wire on customized packages. We built an online catalog and entered the world of eCommerce; and another exciting chapter has begun.

I am extremely proud of how far we've come and the reputation we've built. International Wire Group recognized and fostered that potential, and I am grateful to be part of the success story!"

Anna Critton, General Manager at IWG Hamilton Products Division

"I started my career with International Wire Group on the production floor in March 2013. I was an Operator for copper mesh machines. International Wire launched the production in 2012, so it was quite busy on the production floor and orders were booming.

IWG Engineered Products Division in Poland (International Wire Polska) was growing fast, so the need for an employee in Logistics Department arose. I was excited about this position and went to speak to my manager about it. I was offered this job.

As Logistics Specialist, I'm responsible for the Supply Chain from purchasing to shipment bookings. I enjoy managing purchases and preparing weekly production, I oversee the full process.

I observed International Wire Polska's growth from the very beginning. We are managing more and more customers' orders, and the company significantly grew in revenue, while lead time became shorter.

In 2023 it will be 10 years since I joined International Wire Polska. With my experience, I find it rewarding and interesting to support the production team with new projects. Starting a new project is always challenging.

International Wire Polska is growing fast, and I look forward to the new opportunities the company might present!"

Sylwia Styn, Logistics Specialist at IWG Engineered Products Division in Poland





# International Wire received recognition from TE Connectivity in nomination "Own it"



IWG supplies TE with high-performance conductors for aerospace, industrial, and electrification markets.

IWG was chosen among other suppliers. Award was conferred to IWG for a proactive approach, which impacted recovery with one of the key TE's customers.

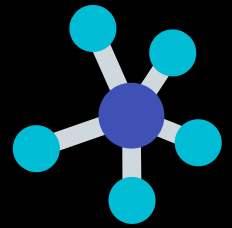
Faster than expected return on demand early in the year represented a significant challenge, considering the tight labor market and raw material supply constraints. In collaboration with TE Connectivity key actions were identified and executed. IWG thought customer and owned it!

We truly appreciate the award and our long-standing partnership with TE. What a great honor to receive this recognition!



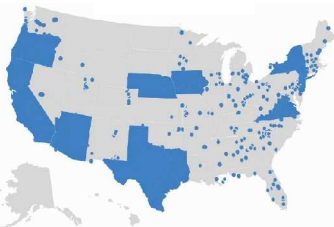


# Data Centers



## Data Center Construction Market

Data Centers:  
Top Growth Regions



Source: Service Wire Webinar Wire & Cable for Data Centers

The North American data center industry is expected to experience significant growth in the next few years. There are several factors driving this growth, including the rise of big data and cloud computing, blockchain or crypto, video rendering, and artificial intelligence technologies.

To meet this demand, Data Center construction in North America is experiencing aggressive investments in hyperscale projects. As a developed economy that already boasts an established, sophisticated network infrastructure, North America is also home to major cloud service providers, such as Amazon.com, Google, Inc., and Meta (Facebook) as well as the world's largest Bitcoin mining facility. These companies are investing in the construction of mega facilities for additional data storage and processing capabilities, thereby opening opportunities for market growth.

## Copper in Data Centers

*The high high conductivity of copper makes it a good choice as an excellent conductor of both heat and electricity.*

### Bare Copper:

*Stranded Bare copper is used for grounding grids and circuit bonding.*

### Tray Cables:

*Typically 600V/1kV dual rated tray cable is used for power and control to protect critical systems from voltage spikes.*

### VFD Cables:

*Specifically designed to protect from EMI, stray currents and voltage spikes, VFD Cable is used to power air circulation and cooling systems.*

### Data Cables:

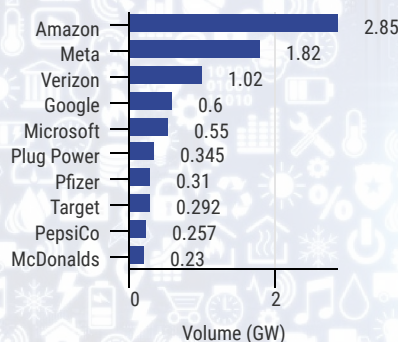
*Category Wire , twisted pairs typically with RJ45 Connector*

## The increase in data center demand will result in huge spikes in energy consumption.



All of the increasing data surges and required processing in data centers will most likely result in a huge spike in the energy that's required to power all of it. According to a recent publication on Datacenter Dynamics, current estimates are that **by 2025 data centers will consume one-fifth of all the electricity produced worldwide.** Major builders of data centers are committing to building renewable power generation facilities along with their data centers, lessening the strain on the local utilities while also helping them to meet local, state, and federal requirements for renewable energy production.

Data Centers lead the Clean Energy Buyers Association (CEBA) Top 10 list showcasing the leading energy customers that procured clean energy in the U.S. in 2021.



More Solar Farms  
More Wind Farms  
More Energy Storage  
**= More Copper Wire!**



## Data Center Construction Market 2021 - 2026

**11.6% CAGR**

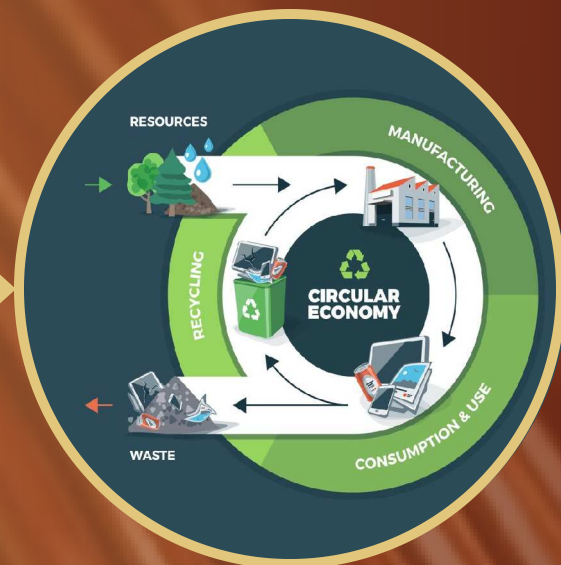


2021 2026

Source: Mordor Intelligence



# Copper's Role in the Circular Economy



## MAKE

Copper continues to grow in demand as an integral part of many new and innovative technologies. Solar panels, electric car charging stations, smart phone circuitry, and other products aimed at increasing sustainability all rely on copper's highly conductive characteristics. Copper is critical for renewable energy with applications in cabling, wiring, each exchange and more.

## USE

Copper's qualities are dynamic, allowing it to be used in innovative ways across multiple industries. Its high electrical conductivity makes it the metal of choice for wiring and circuitry of cell phones and the appliances we use every day. It carries the current from batteries to trains, cars, and trucks, powering everything from lights and navigation systems to entire electric vehicles.

## RECYCLE

Copper can be recycled infinitely without losing any of its qualities, with reports estimating that two-thirds of the 550 million tons of copper produced since 1900 are still in productive use today, with no discernable property differences between primary (mined) and secondary (recycled) copper. Over one-third of the global demand for copper is currently being met through recycling.

Being 100% recyclable, copper can be used again and again with no loss of properties.

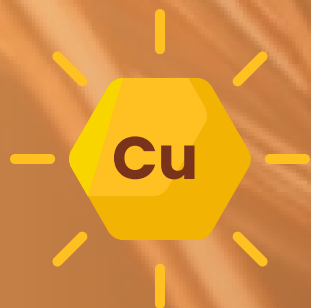
**1/3**

Of the global demand for copper is met through recycling

Copper is the most efficient conductor of electricity and heating and cooling.

## A BRIGHT FUTURE

Copper is a shining component of the circular economy. Copper has withstood the test of time as a dependable and proven material that continues to innovate and evolve with our society. End to end, copper continues to make supply chains, buildings, and communities more efficient, safe, and sustainable for generations to come.



**International Wire is committed to doing our part in improving our environment, our business, and every life.**

