



**International
Wire Group**

From Our Quality Products To Yours

IWG Quarterly Marketing Newsletter

April 2021

Contents

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



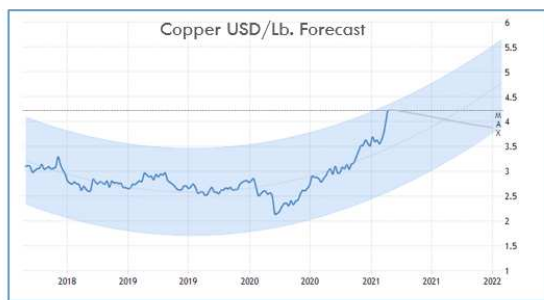
Gregory J. Smith

"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.



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

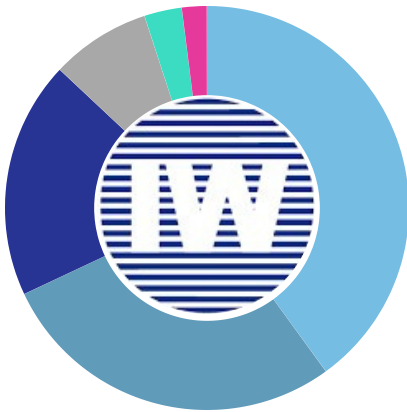


**What Markets Does IWG
Serve?**



**Top Opportunities For
Growth In Our Market**

IWG Markets



Industrial / 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 supply "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.

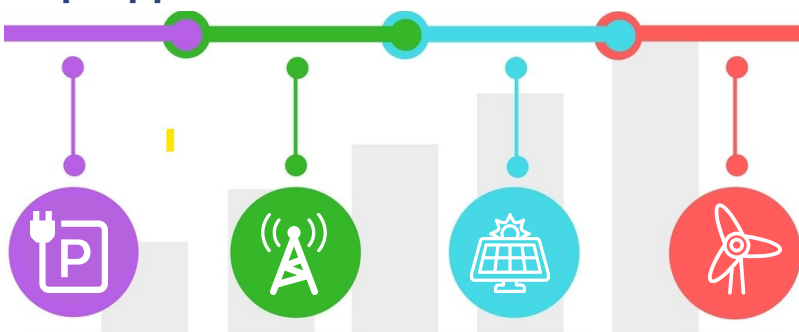
Aerospace

- 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

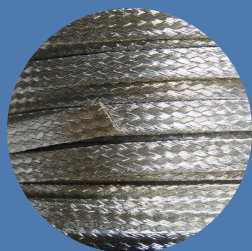
MARKETS:

- 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





At IWG,
we are
more
than
wire...



**International
Wire Group**

From Our Quality Products To Yours

We are people!

*Our proud, skilled, and diverse workforce
is the heart of IWG.*



Our Core Values *are our guiding principals.*



**Safety First,
Quality Always**

The safety of our employees is at the core of everything we do. People are the resource of our success.



Integrity

Our conduct demonstrates integrity and commitment to ethics, safety, health and the environment.



Leadership

Leadership and excellence in performance are sought and rewarded. As an Organization we continually strive to improve our performance.



Innovation

Our products and services reflect dedication to quality, innovation and value.



Relationships

Customers are the reason we exist. Its is through our talent, passion and commitment that we strive to exceed their expectations.



Teamwork

We treat one another with respect, promote teamwork, and encourage personal freedom and growth.



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!

