



International Wire Q2 2021 Marketing Newsletter

The PEOPLE of IWG Edition

At International Wire, our employees are our greatest asset and foundation of our company.

In an era where technological innovations have allowed for the automation of many business processes, nothing replaces the ingenuity and innovation that our employees bring to the table.

"PEOPLE are our most valuable resource. Success is a team sport. Everyone has a part to play in the IWG success story. Leadership and Excellence in performance are sought and rewarded."

GREGORY J. SMITH,
PRESIDENT & CEO



Other Features In This Issue:

-  Product Spotlights
-  Digital Marketing Initiatives
-  Industry News
-  IW: A Market Leader





Check out our new Careers Page!

www.internationalwiregroup.com/careers/



INTERNATIONAL
WIRE

Careers

People are at the center of everything we do. We always look for talented people to drive our success. International Wire offers competitive benefit package and great opportunities for personal and professional growth.

SUCCESS STORY

"I am a third generation in the wire business. My grandfather worked for Camden Wire for 40 years as did my Father for 40 years. I started my wire career at Plant 2 as an 18 bay strand operator in 1984. I held several other stranding positions until 1991 when a supervisor job came available and I jumped at the chance. Getting into Supervision always interested me. I worked in the Draw side and Strand side over this period of time building good relations and respect of my fellow workers. This gave me a chance to gain overall knowledge of the entire plant. In 2014 I took a day Supervisor position in the Strand room. Then in 2017 a Superintendent position came available which I took on the Strand side. Then in 2019 I took plant Superintendent position and still hold that position today.

The wire business has been very good to me over the years. I always kid with my fellow workers that I just came here until something better came along and here I am 37 years later. Working here and watching the growth and direction the company has been very humbling."

Chris Plumley, Superintendent



We appreciate all the hard work you do, we want you to succeed and share your story!

"I started my career in the wire industry 35 years ago as a bunch operator at Camden Wire. I am the third generation in my family to have worked in the wire industry, with both my father and grandfather having careers at Camden Wire. I have held several positions in manufacturing including, bunching, stranding, drawing, and hot dip tinning. In 1994 I took a position with Omega Wire as a methods engineer / scheduler. In this position I had the opportunity to work closely with the customers, production and with the management of several plants. In 1996 was promoted to the scheduling manager for International Wire. My past experiences in manufacturing helped me relate to the daily challenges that the manufacturing facilities faced, and created good working relationships with the personal at those plants.

In 2019, I accepted the position of Plant Manager for the Rome facility. This position has created new challenges that allows me to expand my knowledge of the wire industry and manufacturing. I feel that the opportunity to learn so many different aspects of the business and the knowledge that I have learned from so many people in the company have been the major contributors to where I am now. International Wire has been great place to work and has treated my family very well. The relationship that I have built with my coworkers over the years has been a very valuable and something I will always be grateful for. If I had to give advice to anyone that wants to or is working at International Wire, it is to challenge yourself. Any day you learn something new and expand your mind, is a good day."

Chris Birmingham, Plant Manager



"I started my journey at International Wire (Camden Wire) in the summer of 1986 as a college student. During breaks and summer vacation I would paint, load trucks, help out on machines where needed. I can't count how many times I have painted these very walls inside and out! My senior year I was offered an internship position working 3 days per week in the sales office. I officially started my career in May 1989 upon graduation, working in Sales as an Inventory Control Coordinator. I transferred into a Customer Service position with the aspirations of eventually becoming a Regional Sales Manager which came to fruition in 1993 when I relocated to Pine Bluff facility, Arkansas. In that position I was responsible for all sales in the South Central Region. This coupled with all distribution from this facility had me ready to move ahead and in 1996 I relocated once again this time to Salisbury, North Carolina. In North Carolina I handled sales for the South East Region as well as managing a distribution center which kept our customer base in product within next business day. In 1999 I relocated back to Camden, NY, into Customer Service as we become part of International Wire. Over the years I have had the responsibility and the honor to handle the largest majority of our customer base which has taught me our full scope of products and what our customers expect from their suppliers. I have an enormous amount of pride for our company, our employees, our customers and some people say I bleed International Wire blue."

I am a second generation employee at International Wire; both my father and uncle worked and retired from Camden Wire (44 years and 28 years respectfully). It proved to be a great company for my family growing up and has been just as good to my family and generation as well. I would agree that I do indeed bleed International wire blue!"

DJ Buck, Customer Service Representative



People are our most valuable asset!



Meet Doug Woodworth, new Chief Financial Officer at IWG



Doug Woodworth joined International Wire in June 2021. He is a great fit for the company due to his vast experience in the Metals Industry and over two decades of progressive responsibility in finance and accounting.

Doug holds an MBA from the Kellogg School of Management at Northwestern University, a Master of Engineering Management from the McCormick School of Engineering at Northwestern University and a Bachelor of Science in Accountancy from Miami (Ohio) University. He is a certified public accountant (CPA).

We asked Doug to answer several questions to get to know our new CFO a little better:

What was the path you took to get to where you are today?

Prior to joining International Wire, I have been the Chief Financial Officer of Steel Partners Holdings L.P. and Steel Connect, Inc. I served as Vice President and Controller of Handy & Harman Ltd., a wholly-owned subsidiary of Steel Partners Holdings L.P. Prior to joining Handy & Harman Ltd., I served as Vice President and Corporate Controller with SunEdison, Inc. (formerly MEMC Electronic Materials, Inc.), and as Vice President and Corporate Controller of Globe Specialty Metals, Inc. Prior to that I held several positions of increasing responsibility with Praxair. I began my career with KPMG.

What attracted you in IWG and why did you decide to join the company?

IWG has a strong market position and performed extremely well despite the challenging environment in 2020. I believe IWG has an excellent management team, who is willing to challenge the norm and adapt to meet a changing marketplace, critical for the company's success. My observation is that IWG is also very well positioned in new growth markets, including EV and Green Infrastructure.

What is your impression of the company overall and about people after your first weeks here?

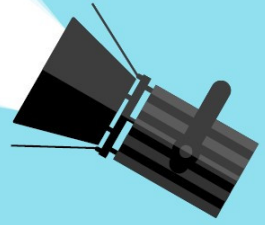
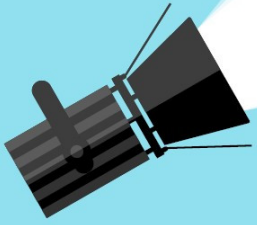
I am excited to see the organization has an excellent culture, esprit de corps. Everyone works collectively as a team to succeed. I am fortunate to join a team of forward-thinking, thought leading people, looking to continue to grow and pursue new avenues, despite what outsiders would consider a mature industry.

Can you tell us more about your non-work-related life?

Sure! I grew up in Ohio, played soccer in college. For the past 17 years I have lived in New York. I reside in Long Island with my wife and 7-year-old son. I enjoy spending time with family and friends and enjoy outdoors activities such as running and cycling. I like to challenge myself and develop new skills and competences on a continuous basis not just in my professional, but in my personal life as well. I also enjoy sharing my experience with others. I have been fortunate to become involved into coaching this spring and since then I have been coaching my son's baseball team.



Product Spotlight



Elevator Traveling Cable

IW supplies several critical parts for the manufacture of this cable:

- [1] 7/36 Bare Copper Bobbins for shielding
- [2] 16/30 Bare Bunch, 10/30 Bare Bunch for communication

Application:

Elevator traveling cable is a vital link between the elevator car and the controller. In conventional elevators, all power and signal information is transmitted through the traveling cable. Elevator traveling cable is a specialized multi-conductor cable continually in motion and must last for many years.

Specification:

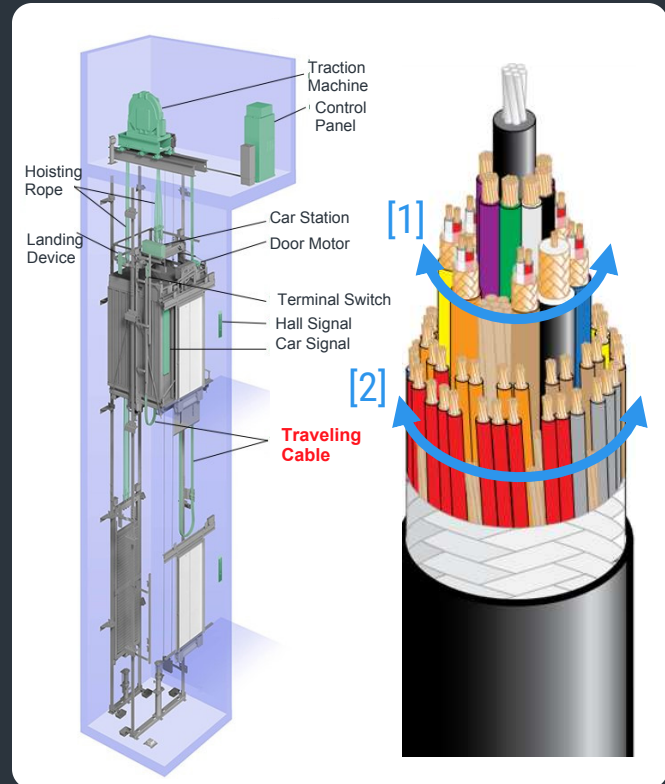
End Count, Diameter, DC Resistance

End Users:

Commercial Construction

Markets:

Industrial Energy



Residential Building Wire

OWL Wire manufactures .0639 Soft Bare Copper for use as Residential Building Wire (NM-B)

Application:

Romex® Type NM-B Copper Building Wire is commonly applied in residential building wiring as a branch circuit for switches and outlets. It can also be used for various building purposes, both inside and outside (the temperature should not exceed 90 °C). NM-B electrical wire can be used in air voids in tile walls.

Specification:

Diameter, Roundness, Elongation

End Users:

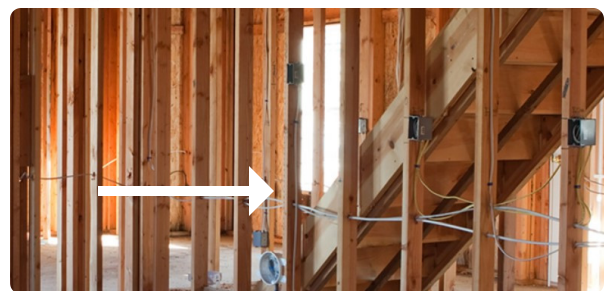
Residential Construction

Markets:

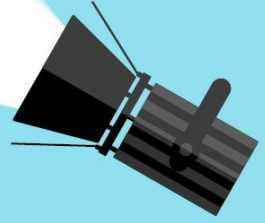
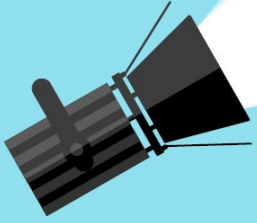
Industrial & Energy



Often called Romex® NM-B Building Wire is found in all homes.



Product Spotlight



Rapid Splitter

Continental Cordage supplies 12x144/34 Bare Copper Braid

Application:

Rapid splitter – used to bring the two cables (our product) in from the onboard charger and connects the terminal to the top of the battery. This part is used in Tesla cars as a high voltage cable. This allows electrical current to flow from one component to another, in turn allowing the car to operate.

Specification:

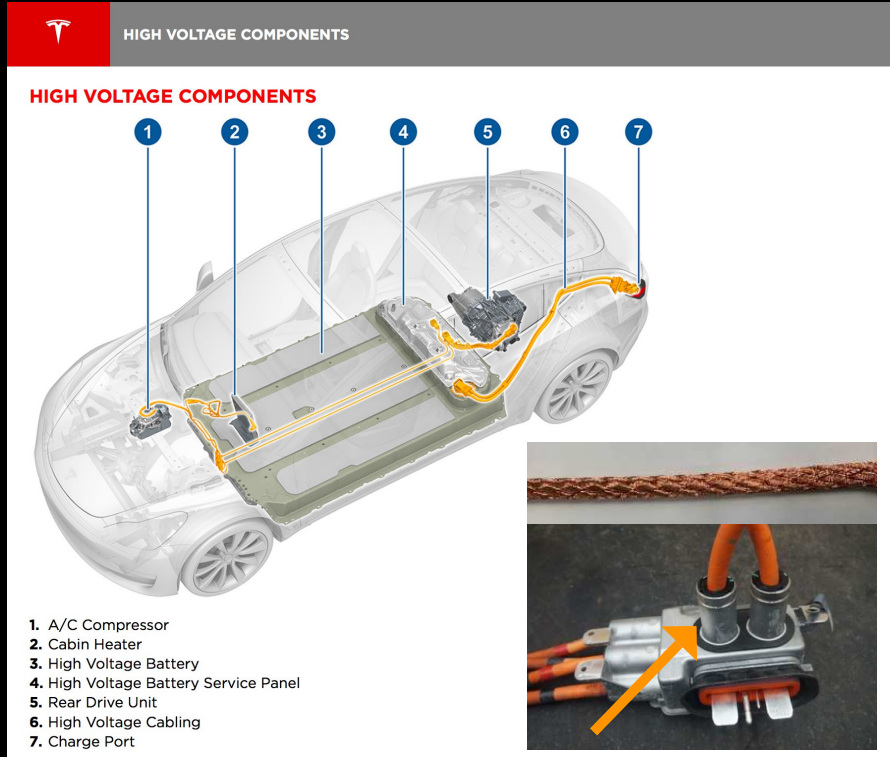
2 AWG, 12 carriers with 144 ends of 34ga on each carrier.

End User:

Tesla

Markets:

Automotive



Rapid Splitter that connects to the car battery

Flexible Shafts

Hamilton Products provides Stainless Steel Type 304 overbraid to Flexible Shafts

Application:

A flexible shaft is a highly effective means of transmitting rotary motion. Flexible shafts are used in a great variety of aerospace applications, as their characteristics perfectly meet the challenges of aerospace manufacturing. Some common or especially vital applications include thrust reverser actuation systems (TRAS), flap actuation, valve override systems, pedal adjustment systems, rescue hoists, afterburner nozzle actuation, canopy actuation, refuelling tubes, and more.

Specification:

PPI, Braid Coverage.

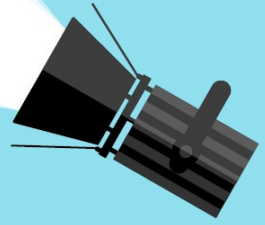
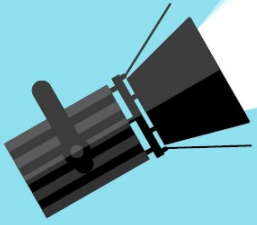
Markets:

Aerospace



A "thrust reverser" is used in turbine engine aircraft to slow the plane down after landing. This is accomplished by redirecting the engine thrust forward through the use of actuator driven deflectors at the rear of the turbine. Flexible shaft assemblies provide power to the actuators that open and close the thrust reversers on pneumatic and electrically powered thrust reverser actuation systems, and are used to synchronize the actuators on hydraulically actuated systems.

Product Spotlight



Power Feeder Cable

Hard bare aluminum ropes 259/24 and 334/24, supplied by High Performance Conductors

Application:

Our aluminum ropes are used as a core in lightweight engine power feeders, designed for high temperature and high vibration applications. Key power feeder features include excellent temperature performance, superior flammability and smoke generation properties, good mechanical performance and flexibility.

Specification:

End Count, Diameter, DC Resistance

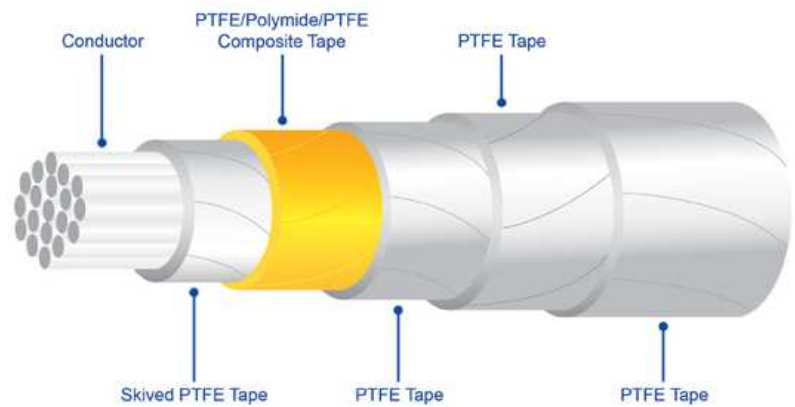
End User:

Commercial consumers

Markets:

Commercial Aerospace, Military-Defense

Product Construction



Overview of our Digital Marketing initiatives

We launched new website and you might wonder what's coming next... What will drive traffic to our website and how to provide our website visitors the best user experience?



Search Engine Optimization

Search engines like Google, Bing, Yahoo use a formula to determine the results for a user's search. Quality content relevant to users' requests keeps them engaged on website and increases the probability of them staying longer on our website. When search engines are crawling websites to bring relevant web pages up for users, they're looking for a number of key factors: content, keywords and site usability. We keep working on that!



Optimization of Page Speed

Page speed is important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have been shown to negatively affect conversions. A bit programming on backend and code clean up will ensure our website is as user-friendly as it could be!

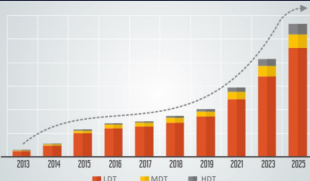


Horizontal Navigation

Because users read items from left to right, the priority direction for reading items is stronger horizontally than vertically. Top navigation items are more visible because they are always above the fold and are easier to find. Be on the lookout: Horizontal Navigation is coming soon!



Emerging Markets



PS Market Research

Valued at \$211.5 million in 2019, the U.S. electric truck market is expected to witness a CAGR of 51.6% during the forecast period (2020–2030). The key factors driving the growth of the market are the declining prices of the battery, low operational and maintenance costs of these vehicles, and supportive government initiatives.

Source: www.psmarketresearch.com/market-analysis/us-electric-truck-market



RIDE THE LIGHTNING: Ford's New Electric F-150 Lightning

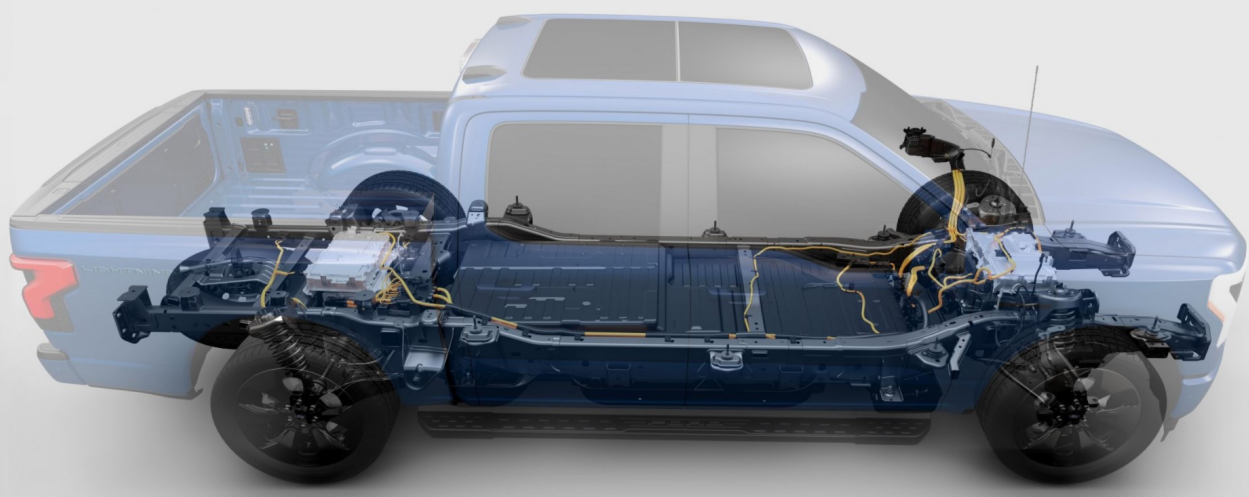
Excerpt from Wood Mackenzie Article, May 21, 2021

President Biden clearly enjoyed driving Ford’s new electric F-150 Lightning truck for the first time, burning away from a gaggle of reporters with obvious enthusiasm. “This sucker’s quick”, he said.

It was the kind of publicity that money can’t buy, for a vehicle that is crucial for Ford’s strategy and for the electrification of transport in the US.

Launched 46 years ago, the Ford F-150 has been the best-selling vehicle in the US for decades. Sales of the 2019 model were close to 900,000, representing 1 in 20 of all the cars and light trucks sold in the US that year. More than just a means of transport, the F-150 has become a cultural icon, “a way of life” for millions of Americans who need a pickup to carry supplies and equipment, and millions of others who do not.

The fate of the electric truck will be an important signal to the rest of the industry about how quickly US consumers will move away from the internal combustion engine.



Copper’s Role in Growing Electric Vehicle Production

"Electric vehicles use more than double the copper of an internal combustion engine vehicle. With more EV commitments from car companies, the metal will be a market to watch in the years ahead." *John Lynch, CME Group*

Average Copper Content	
	POUNDS OF COPPER
Hybrid Electric vehicles (HEV)	85
Plug-in Hybrid Electric vehicles (PHEV)	132
Battery Electric vehicles (BEV)	183

Source: Copper Development Association

INTERNATIONAL WIRE GROUP

What Sets Us Apart from the Competition:



The Numbers



#1 Non-Vertically Integrated Copper Wire Manufacturer in North America



Diverse Product Portfolio of
~13,000 SKUs



~60% North America Market Share

1,290 Employees



15 Strategically-Positioned Facilities with
2 Million+ Square Feet



Long History In Wire Manufacturing Sector
100+ Years

IWG Overview

IWG manufactures mission-critical products including bare and specialty copper wire and flexible connectors.

Expansive operating scale with multiple manufacturing facilities in the U.S. and Europe.

Our wire fabrication history spans over 100 years.

Industries most comprehensive product offering, consisting of ~13,000 SKUs.

Broad manufacturing and in-house engineering capabilities, coupled with the strong technical expertise of difficult-to-manufacture products, resulting in a longstanding reputation for high-quality products and reliable supply.

IWG Capabilities

Engineering

Outstanding in-house engineering capabilities for design, testing and tooling, enabling customized product solutions.

Wire Drawing

Unique capabilities include large through small gauge single-end, multiwire, electroplating and post draw annealing.

Wire Fabrication

Twisting, bunching, stranding, cabling, winding and braiding in a wide variety of constructions.

Specialty Products

Ability to produce anti-capillary / water-block, ultra flexible ropes, silver and nickel plated and multiple alloys.

Logistics

Large company owned fleet of tractor trailers enable fast delivery of finished goods to customers