

# IWMA INSIDER

THE OFFICIAL IWMA WIRE & CABLE MEMBER MAGAZINE

SEPTEMBER 2024

## GLOBAL CONNECTIONS

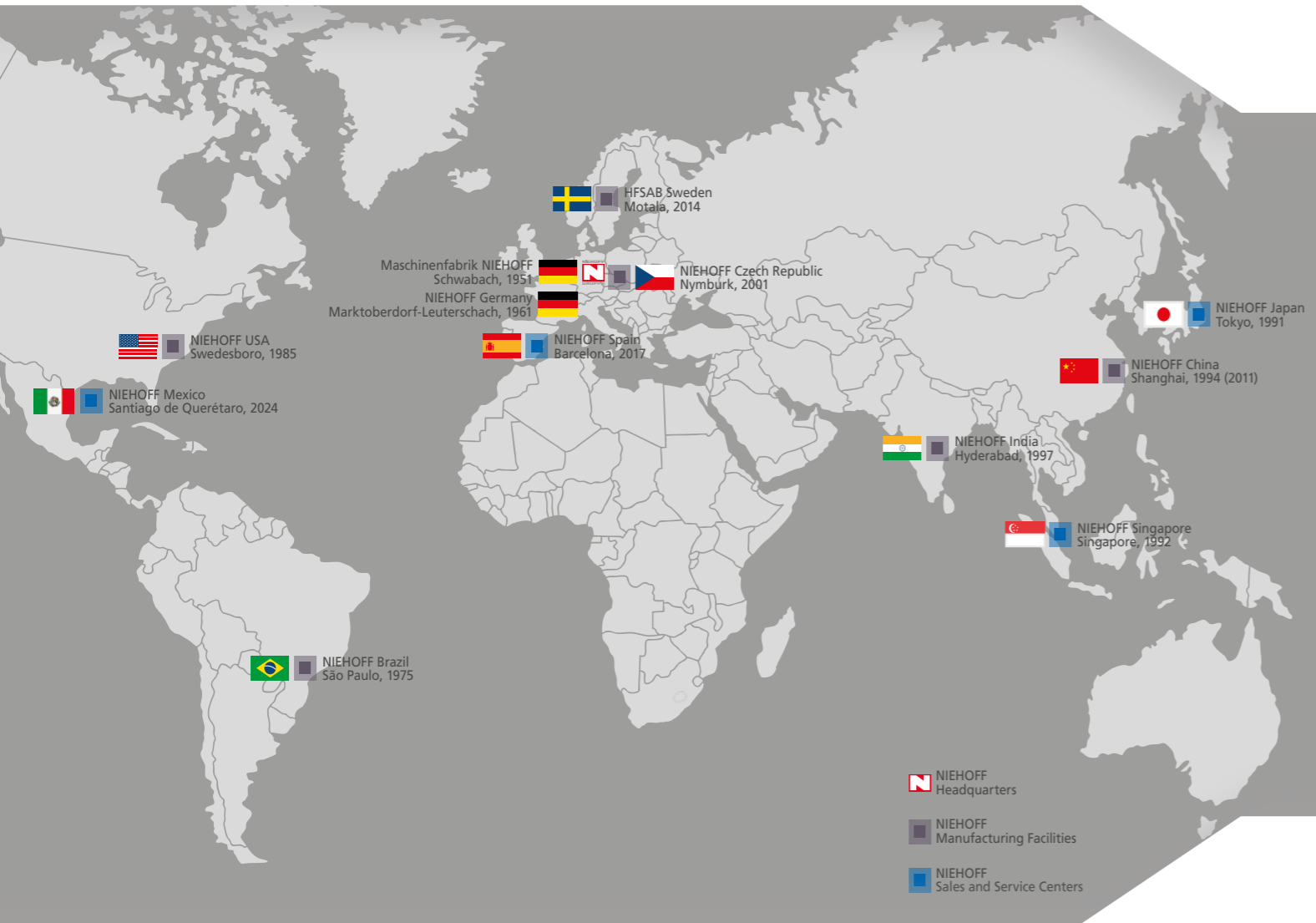


- / WIRE CHINA & WIRE INDIA SPECIAL EDITION
- / EXCLUSIVE INDUSTRY INSIGHTS
- / CONNECTING EXPERTISE GLOBALLY

NETWORK / INNOVATE / DISCOVER

**IWMA**  
YOUR INDUSTRY INSIDER

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# Chairman's Welcome

Greetings! wire Düsseldorf is now far behind us and that means the next-biggest shows, in China and India, are quickly approaching. So, once again I'm writing in hot anticipation of what promises to be two top-class, heavily attended exhibitions.

In fact, even more so this year, because the Shanghai (this month) and Mumbai (in November) exhibitions are likely to be the biggest-ever for both nations, just as April's wire Düsseldorf was for Europe.

From IWMA's point of view, both will offer great opportunities for members to show what they can do. One is our new member presentation opportunities on the IWMA stand, from which members can expand on their respective companies' businesses and products to a wider audience; while the other is the IWMA Pavilion – a first for wire India, which is allowing several member companies to exhibit there for the first time offering extensive support, stand-building assistance, personalised hospitality services and flexibility in stand creation and customisation. The whole package! You can find details about both of these opportunities elsewhere in Insider or on the website but act quickly because spaces are limited.

As well as the business aspect of the exhibitions, we will be restoring our ultra-popular exhibition networking events, on the second evening of each show. IWMA networking events have always been fun get-togethers that give a flavour of the country being visited, encourage networking among like-minded businesses, and allow members to relax among friends. The rise of Zoom and Teams might have worked wonders for travel budgets in the last few years, but they also gave personal interactions – still the life blood of business – a distance these networking events aim to resolve, if only for a couple of nights!

China's event will be a terrific night-time cruise on the Huangpu River (and book quickly; it sold out rapidly when we last offered it, in 2018), that will offer great local cuisine with a chance to see the stunning Shanghai skyline at night. Our India event will be Colours of the World, more details on

this will be released early October but we are looking forward to joining forces with Mikrotek Machines and Niehoff India once again to put on this fantastic event.

Just before wire India, IWMA will enjoy its revived annual dinner-dance, on Friday 15th November in London – the first for five years. Join us at the luxurious Leonardo Royal Hotel for an evening of wonderful food, elegance, and celebration at one of IWMA's most popular annual events. Tickets are selling fast, and we have secured a block of rooms at the hotel for a preferential rate for those of you who would like to stay over. Check the website for full details: just be assured it's the social event of our year!

After that and India we look forward – though for me that might not be quite the right word – to March and our AGM, where after three years I will be handing over the chairmanship of our great organisation to my friend and colleague, Willibert Dautzenberg, who is joint-CEO of Acoteq, the automation, manufacturing and consulting company founded in 2016 by Willibert and Gabriela Queins, daughter of Hans Georg Queins, founder of the manufacturing company of that name.

Willibert has had wide experience in the machinery industry since 1993, as a controls designer, commissioning engineer and, before starting Acoteq, as a senior member and then managing director of Queins.

I've had a great time as chairman over the past three years, even though the early part of my tenure was, shall we say, unexpectedly attenuated by forces beyond our control. But we have still achieved good things, some of which I hope to reflect on in the next issue of Insider.

The dynamic pairing of new chairman Willibert and President Bernd Lohmüller gives us our first German team at the top and is the reason why this AGM and the following Industry Lunch will for the first time be held in Germany. This puts our leaders at the centre of the European industry, backed by a strong group of IWMA senior management ready to build on what we have achieved

and advance the cause of our ever-growing association.

What's coming, of course, might be a little tougher than we expected, given the surge of wire and cable demand since 2021. With America and China, and to a lesser extent Europe, embroiled in a trade war of sorts, imports and exports will be taking on a new level of complication in some countries. Let's hope politics and protectionism don't get in the way of good business sense...

Finally, IWMA continues to grow to meet the needs of its members, and to that end we have welcomed Natasha Salmon, who joins us as Marketing and Events Assistant. It's her first job since graduating from university with a first-class honours' degree, and we have no doubt she will be a great asset to the team.

And the business of IWMA continues: the next event on the schedule, this month, is a meeting of our executive management committee, with a further meeting in November. At these we will continue to steer the association forward with new initiatives, exhibition plans and events to ensure the IWMA voice remains a force for change and development within the industry.

Like me, you should continue to watch this space...



My very best wishes to you all  
**Don Neville**  
 Chairman, IWMA

# IWMA<sup>®</sup>

## 2024-25 Event Schedule

**IWMA WIRE**  
 NETWORKING CHINA

wire China Networking Event | Thursday 26th September 2024

**IWMA**  
 DINNER DANCE

IWMA Dinner Dance | Friday 15th November 2024

**IWMA WIRE**  
 NETWORKING INDIA

wire India Networking Event | Thursday 28th November 2024

**IWMA**  
 INDUSTRY LUNCH GERMANY

IWMA Industry Lunch Germany | Wednesday 12th March 2025

**IWMA WIRE**  
 NETWORKING EURASIA

wire Eurasia Networking Event | Thursday 10th April 2025

**IWMA**  
 GOLF DAY

IWMA Golf Day | Wednesday 18th June 2025

**IWMA**  
 INDUSTRY LUNCH UK

IWMA Industry Lunch UK | Thursday 19th June 2025

**IWMA WIRE**  
 NETWORKING SOUTHEAST ASIA

wire Southeast Asia Networking Event  
 Thursday 18th September 2025

WIRE & CABLE  
 KRAKOW POLAND

Wire & Cable Conference, Krakow, Poland  
 Tuesday 14th October 2025





# Save the date: Industry Lunch, Germany 2025

**Excitement Builds for the IWMA's First Industry Lunch in Germany, Coming in 2025! Save the date: Wednesday 12<sup>th</sup> March 2025. Prepare to be part of an exciting and unforgettable event.**

We are delighted to announce the IWMA's much-anticipated Industry Lunch, set to take place in Germany on Wednesday 12<sup>th</sup> March 2025. For the first time ever, this event is being hosted in Düsseldorf, marking a significant milestone in our 54-year history; as the home of the world's leading international trade fair for our industry, the city is already a familiar location to many of us, and as we await the specific venue announcement, the anticipation continues to build!

The day will begin with the IWMA Annual General Meeting, which all members are very welcome to attend free of charge. The AGM will provide a platform for reflection on the past year's achievements, as well as setting the stage for the future under new leadership, as we witness the formal handover from outgoing Chairman, Don Neville, to our new Chairman, Willibert Dautzenberg.

The lunch itself promises to be a memorable experience, as always. After catching up with friends and reconnecting with industry peers at an informal drinks reception, we will enjoy a three-course meal with excellent food and wine. Speeches will be delivered by Don Neville, who will reflect on his tenure as IWMA Chairman before passing the role to our first-ever German Chairman, Willibert Dautzenberg. Bernd Lohmüller, IWMA President, will also share his vision for the

future as part of the dynamic German duo now leading our association.

Finally, a highlight of the day will be the announcement of the Young Employee of the Year 2025. This coveted accolade recognises the brightest young talents in their fields and offers you the opportunity to showcase the rising stars of your organisation. We would like to invite all member companies to nominate their outstanding young professionals when applications open on 10<sup>th</sup> October, and we look forward to finding out who you expect to be the future leaders of our industry.

Tickets for the Industry Lunch will also go on sale on 10<sup>th</sup> October, and given the buzz surrounding the event, we anticipate high demand. So, book early to secure your place and join us in Düsseldorf for a day of celebration, networking, discussion and forward-thinking!

# Expanding Horizons: IWMA's Global Pavilion Rollout

**Building on the success and positive feedback from our pavilion at wire Southeast Asia, IWMA is thrilled to announce the global expansion of the IWMA Pavilion concept.**

This initiative will extend to wire satellite exhibitions around the world, enhancing visibility and networking opportunities for our members on a global stage. The IWMA Pavilion aims to become a cornerstone for collaboration and innovation within the wire and cable industry, offering a dedicated space for members to showcase their products, share expertise, and connect with industry leaders and innovators from diverse markets.

At our pavilions, we offer members a variety of booth sizes, including 9sqm, 12sqm, 15sqm, and 18sqm, designed to suit different needs and preferences with several stand customisations available. We aim to make your exhibition experience seamless by providing a dedicated stand build team that guides you through every step, from the application form to build-up day. Our IWMA team will be on hand to support you throughout the exhibition, ensuring

you can focus on what matters most - connecting with industry peers and showcasing your innovations.

In 2025, IWMA pavilions will be featured at wire Mexico, wire Eurasia and wire Southeast Asia. Applications for wire Mexico are already open, while applications for wire Eurasia will open very soon. Early in 2025, we will also launch our Southeast Asia Pavilion. These exhibitions will not only serve as prime venues for showcasing your products but also as dynamic networking opportunities. We will host exclusive networking events at these exhibitions, offering a significant benefit to members participating in the pavilion. Exhibitions are crucial for the wire and cable industry, providing unmatched opportunities to connect with industry leaders, discover new technologies, and establish your brand on a global stage. wire exhibitions are renowned as the best in the field, offering unparalleled opportunities for growth and innovation.

As part of our pavilion services, you will benefit from being included in our marketing campaign leading up to the exhibitions, and we offer free graphic design assistance to help you enhance your booth's visual appeal. Additionally, we can assist with room reservations at our preferred

hotels near the exhibition venues, allowing you to take advantage of our block bookings and transportation to and from the exhibition hall. While these services are chargeable, they are designed to make your exhibition experience as smooth and stress-free as possible.

Exhibitors will also benefit from personalised hospitality services throughout the exhibition and complimentary Wi-Fi to ensure they stay connected. Moreover, a guaranteed spot in IWMA member seminars offers a prestigious platform for showcasing your expertise.

Our strategic support aims to enhance your exhibition impact and solidify your industry position, promising a highly beneficial experience. We are thrilled to support our members as we introduce our pavilion at wire India for the first time this November, from the 27<sup>th</sup> to the 29<sup>th</sup>. Stay tuned for more updates on the launch of our wire Eurasia pavilion, along with details of future pavilion locations and dates!

For further information on pricing, our IWMA premium stand and build package, or to discuss your requirements, please email

**Jessica at [jessica@iwma.org](mailto:jessica@iwma.org)**

# Hurry! Last Opportunity to Book for the IWMA Dinner Dance!

**Leonardo Royal Hotel London St Paul's, London, Friday 15th November.**

Don't miss your last chance to secure a spot at the most anticipated event of the year! The IWMA Dinner Dance, a tradition that began in Stratford-upon-Avon in 1975, is making its grand return in a brand-new area of London for 2024, and you don't want to miss it!

Join us at the luxurious Leonardo Royal Hotel London St Paul's on Friday, 15th

November, for an evening of celebration. Tickets include welcome drinks, a delicious four-course dinner, and a selection of wines. After dinner, enjoy after-dinner drinks and live entertainment by a dynamic band as we dance the night away in style!

For those who wish to extend the celebration, IWMA has arranged a block booking of hotel rooms at a special rate. Guests can enjoy a seamless transition from the evening's festivities to a restful overnight stay at the Leonardo Royal Hotel London St Paul's.

This is a historic occasion that promises to be a highlight of the industry calendar. Get ready to be part of the grand 'Return' of the IWMA Dinner Dance!

We look forward to celebrating with you!

Tickets are limited and selling fast! Further details, including ticket bookings and hotel accommodation, can be found by visiting [iwma.org/events](http://iwma.org/events) or contacting [events@iwma.org](mailto:events@iwma.org)





# Welcome to our new IWMA Members



## Carris Reels

**A Legacy of Longevity, Dependability, Accomplishment, and Teamwork**

Founded in 1951 by Henry Carris in Rutland, Vermont, Carris Reels has grown from a small operation into a multimillion-dollar business. Known for its commitment to operational excellence, the company thrived under Henry's leadership until his retirement in 1980. His son, Bill Carris, expanded the business through strategic start-ups, acquisitions, and geographic outreach.

In 1995, Bill initiated the transition to an Employee Stock Ownership Plan (ESOP), culminating in full employee ownership by 2008. Under subsequent leaders like Mike Curran and Dave Ferraro, Carris Reels continued its growth trajectory, acquiring J. Hamelin Industries in 2015 and Lone Star Reel in 2016.

As of 2021, Alberto Aguilar, who joined Carris in 2000, serves as President & CEO, aiming for continued improvement and operational excellence. Carris Reels remains a testament to its founding principles of longevity, dependability, accomplishment, and teamwork.

[www.carris.com](http://www.carris.com)



## KEI Industries

Founded in 1968, KEI Industries began as a partnership focused on producing rubber cables for house wiring. Over the decades, it has evolved into a global powerhouse in the wire and cable industry. Today, KEI provides comprehensive wire and cable solutions, serving clients in over 55 countries through a network of more than 30,000 channel partners.

With a strong workforce of 5,385 employees, KEI is headquartered in New Delhi, supported by 38 branch offices and 23 warehouses nationwide. KEI's product range includes Extra-High Voltage (EHV), Medium Voltage (MV), and Low Voltage (LV) power cables, catering to both retail and institutional markets, and making significant strides in the Engineering, Procurement, and Construction (EPC) services industry.

As an industry leader in India and a preferred supplier globally, KEI offers end-to-end solutions tailored to diverse client needs across Retail, Institutional, and Export segments. Listed on major stock exchanges including the BSE, NSE, and Luxembourg Stock Exchange, KEI continues to drive innovation and growth, expanding its capabilities and manufacturing facilities to meet the demands of power utility, infrastructure, industrial, and construction projects. With over five decades of passion and dedication, KEI remains a catalyst for power and progress.

[www.kei-ind.com](http://www.kei-ind.com)

## Sipcon

Sipcon Technologies Pvt Ltd, established in 1974, is a leader in the wire and cable industry, recognised for its innovative cable measurement devices. By 2008, the company achieved \$1 million in revenue, solidifying its market position. Today, Sipcon exports to 25 countries, underscoring its global reach and expertise.

The company specialises in advanced cable measurement devices for insulation thickness, sample preparation, and material testing. Sipcon's commitment to innovation and quality is evident in its portfolio, with 7 patents secured for its products. Their technology significantly reduces material costs while ensuring 100% fail-safe cables. Sipcon's product range includes precision cable slicers for materials like XLPE and PVC, and a state-of-the-art chipping device for delicate materials, maintaining the integrity of insulation thickness measurement.

Sipcon also offers comprehensive testing apparatus for quality assurance, including microscopes, ovens, and devices for tensile strength and deformation testing. Additionally, Sipcon has expanded into the steel wire industry with its Die Genie and Wire Drawing Die Inspector, revolutionary die inspection tools. The company's patented Cable Genie is widely acclaimed, with installations in prestigious laboratories globally. With over 7,500 customers worldwide, Sipcon continues to grow in popularity across Europe and the Middle East.

[www.sipconinstrument.com](http://www.sipconinstrument.com)



Technologies Pvt. Ltd.



**IWMA**  
DINNER DANCE

**Friday 15th  
November 2024**

Leonardo Royal Hotel  
London St Paul's

**Secure your tickets now for the eagerly awaited 2024 IWMA Dinner Dance!**

Join us on November 15th at the Leonardo Royal Hotel London St Paul's to celebrate a fresh chapter of this cherished tradition, set against the stunning backdrop of St. Paul's Cathedral.



First launched in 1975, the Dinner Dance promises an elegant evening with welcome drinks, a sumptuous four-course dinner accompanied by perfectly paired wines, and live entertainment from a dynamic band, as we dance the night away in style!

**DON'T MISS OUT — Tickets are selling fast! Scan the QR code to learn more and reserve your spot today!**



# IWMA<sup>®</sup>

## 2024-26 Exhibition Dates

**wire**  
China  
25-28  
September 2024

**wire**  
India  
27-29  
November 2024

**wire**  
Mexico  
11-13  
February 2025

**wire**  
Eurasia  
9-12 April 2025

**metal flow**  
Alliance  
SAUDI ARABIA  
5-7 May 2025

**INTERWIRE**  
CONFERENCE & TRADE EXPOSITION  
by The Wire Association International  
Interwire, Atlanta, US  
13-15 May 2025

**wire**  
Middle East Africa  
6-8  
September 2025

**wire**  
Southeast Asia  
17-19  
September 2025

**wire**  
Düsseldorf  
13-17 April 2026

IWMA is a proud wire industry partner of international trade fair organiser Messe Düsseldorf GmbH supporting the following exhibitions



Find us online:

[www.iwma.org](http://www.iwma.org)

/international-wire-and-machinery-association

[info@iwma.org](mailto:info@iwma.org)

Türkiye | [wire-eurasia.com](http://wire-eurasia.com) | [tube-eurasia.com](http://tube-eurasia.com)

# SAVE THE DATE!

## Istanbul, Türkiye

### 9 – 12 April 2025

Steel and steel manufacturing technologies



Supported by



Organized by



Messe  
Düsseldorf





# Welcome to Shanghai!

## wire China 2024: Showcasing Innovation, Growth, and Global Impact

The second largest of the major international wire and cable exhibitions, wire China (September 25-29), covers nearly 60,000 sq m, and is again expecting over 900 exhibitors and over 40,000 visitors from around the world, engaging buyers with meetings and presentations on various related subjects, many in pavilions linking manufacturers from major international regions or product types.

China remains the world's top cable consumer in several areas: national construction demand remains the world's largest single cable end-user, accounting for almost 12 per cent of total global demand. The statistics remain impressive, and with the expected visitor numbers currently based on the 2023 show—a record-breaking year with over 30% more visitors than the 2018 exhibition—there is every reason for optimism. While this will be the second wire China event within 12 months, many manufacturers may adjust their attendance, but the event continues to attract significant interest and offers a great platform for future growth and innovation.

But wire China isn't known simply for numbers – over the past two decades, first in Hong Kong and now in Shanghai, wire China has been the measure of Chinese influence on the wire and cable market. After starting out as the world economy's centre of production, China is now an innovator in several fields, and the most cutting-edge equipment, both European and Chinese, is to be found at the show.

The 11th wire China since 2004, again at Shanghai's New International Expo Centre, will put a premium on international carbon goals and will explore the wire and cable industry's move (mainly through automation and sustainable practices) to ever-more efficient operations to meet CO2 targets. The exhibition will showcase innovative products and technologies, as well as offering a hub for information, sharing and collaboration.

Despite a reputation as a polluter, with its heavy industries and coal-fired power plants, China produces over 60 per cent of

the batteries that help nations to approach their emissions targets; is a world leader in electric car production (producing as many as most other manufacturing nations combined, and buying around half the annual global production); makes 80 per cent of the world's solar panels, and is finally cleaning up its power generation act, to be carbon-neutral by 2060 – quite an achievement, given its starting point. All this requires vast amounts of wire and cable infrastructure. And while the rest of the world rapidly seeks out new reserves of minerals vital to the manufacture of panels and batteries, China has a virtual monopoly on the mining and refining of the raw rare earth materials and lithium that go into them. No-one in the business of green power generation – currently the world's biggest business – can avoid Chinese products, somewhere along the line.

All the forecasts show Asia will be a main driver of the global economy in future years, not only as buyers and manufacturers but also as innovative designers. Thousands of Chinese companies now exhibit not only at the Asian shows, but also at many of the biggest international trade fairs; in fact, in 2023 Chinese companies amounted to 14 per cent of all Messe Düsseldorf's trade fair exhibitors.

Messe Shanghai's managing director for the past five years, Marius Berlemann, believes China's growth has been partly because the country remains a vast, developing market in which many Chinese companies are keen to experiment.

**"You might fail in certain areas; not everything we have started here was a success, but some things we started have been a great success," he explained.**

**Many Western markets are very mature and don't have the capacity to establish new things; in China we don't see that yet, so people are driving for the next new things, especially when we talk about digital innovation, or innovation in general. This is the advantage of China."**

It has to be admitted that China's success is not admired globally, especially by rivals and politicians. China's aggressive production and exporting has led effectively to tariffs, import duties and tacit trade wars with America and to a lesser extent, Europe, where traditional industries are threatened by the wave of Chinese cars and other products.

Current economic forecasts show that China's economy has slowed down compared to 10 or even five years ago. However, we shouldn't compare it directly to the economic struggles in the West. While China's domestic economy, especially the property market, has seen a downturn like many others, its overall growth for the year is still expected to be just under five percent—a rate many countries would be eager to achieve. There's also confidence that the economy will continue to improve in the future.

After 30 years of unparalleled growth as a global source of cheap, high-volume products, China is in a period of transition, standing near the top of the global economic tree and accommodating the problems and responsibilities that come with it. These include a slowdown in domestic property investment, the need to provide for an ageing population that previously was barely considered; proper health care and public health policies, and the building or extending of national infrastructure. All of this requires large amounts of money.

The Chinese government is already putting huge reserves into infrastructure and similar projects, to maintain jobs, production and spending power, all of which, we should note, require the sort of materials made by IWMA members. China remains a huge market.

China's exports and business growth are still strong, despite challenges from external factors. With foreign governments adopting protectionist policies, the appeal of affordable, well-designed products from China continues to be a strong motivator for these governments to protect their own industries. We will need to wait and see how the balance of trade is restored, but restored it will be...



# IWMA Members Exhibiting at wire China

Correct as of 4th September 2024

Company	Booth
ABZ (SHANGHAI) SMART TECH.CO.LTD	E2A01
ACIMAF	E1B12
AESA Cortailod	E1F17
August Strecker GmbH & Co KG	E1D43
BWE Limited	E2D83
Condat Ltd	E1F37
Conoptica	E1E31
CSM Metalurji Imalat Sanayi Ve Muhendislik Ltd sti	E1C15
EDER Engineering GmbH	E1B38
FMS Force Measuring Systems AG	E1A16
Hans Schmidt & Co GmbH	E1D31
Intras Ltd	E1G37
Jiangsu Singcheer Intelligent Equipment Co Ltd	E2A03
Klüber Lubrication GmbH (Traxit)	E1C35
Maillefer Extrusion Oy	E1D21
Medek & Schorner GmbH	E1F14
Metalube Limited	E1E13
Microdia SA	E1B05
Niehoff Maschinenfabrik GmbH & Co KG	E1B51
Ningbo Kaite Machinery Co Ltd	E4F21

Company	Booth
Pamica Group Limited	E6E23
Proton Products International Ltd	E1D03
Qunye Electrical Co Ltd	E2C23
Rautomead Limited	E1E41
Reber Systematic GmbH	E1E36
RichardsApex	E1D11
Rosendahl Nextrom GmbH	E1A51
Setic s.a.s	E1F33
Shanghai Geili Precision Dies Co Ltd	E7A03A
Shanghai Kechen Wire & Cable Machinery Co Ltd	E2B23
Sikora AG	E1D51
SKET Verseilmashinenbau GmbH	E1C32
Tianjin Huayuan Times Metal Products Co Ltd	E7C43
TKT Group (Koner)	E1B16
Troester GmbH & Co KG	E1B39
UL Solutions	E1G35
Vinston US Corp	E1B23
Yangzhou Tengfei Electric Cable and Appliance Materials Co.,Ltd	E6D03
YICHANG GEILI DIAMOND INDUSTRIAL CO.,LTD	E7A03B



# Spectacular Sights and Networking Nights: IWMA's Shanghai Huangpu River Cruise 2024

One of the highlights of this year's wire China exhibition is the return of our popular evening networking event, which promises to be bigger and better than ever!

For the first time since 2018, IWMA is thrilled to host an enchanting evening cruise down the iconic Huangpu River in Shanghai on Thursday 26th September 2024. This exclusive event was a sell-out success back in 2018, and we are eager to recreate the magical experience for our members, securing more tickets than ever to accommodate the high demand.

This year's cruise is set to be a truly memorable evening, featuring clear skies, stunning nighttime views of Shanghai's illuminated skyline, and a delightful buffet of

local cuisine and drinks. Attendees will be treated to the vibrant atmosphere of Shanghai by night, with its dazzling lights and dynamic energy.

The night cruise on the Huangpu River is a major highlight of Shanghai tourism, offering visitors a chance to experience the city's unique blend of historical and modern scenery. The journey includes iconic landmarks such as The Bund, with its historic illuminated buildings; the Oriental Pearl Tower, showcasing stunning lighting effects; and the modern Lujiazui Financial District, home to towering skyscrapers like the Jin Mao Tower and Shanghai Tower. Guests will also pass under the beautifully lit Yangpu and Nanpu Bridges, adorned with dreamlike lighting, and enjoy scenic views along Binjiang Avenue and the North Bund. Finally, not to be overlooked is the Shanghai International Convention Centre, whose

distinctive architecture appears even more magnificent under the glow of lights at night.

Guests will be collected from the IWMA stand at wire China after exhibition hours and transported via coach to the dock for the two-hour cruise, which will start at approximately 19:30. The journey will offer ample opportunities for networking in an informal setting, allowing participants to connect with industry peers while enjoying the scenic beauty of Shanghai. After the cruise, guests will be returned either to the exhibition hall or the Mercure Shanghai Century Park Hotel at approximately 22:00.

This spectacular event promises to be an unforgettable highlight of wire China 2024. Limited tickets remain - secure yours now by visiting [www.iwma.org/events](http://www.iwma.org/events)

We look forward to seeing you there!



# IWMA at wire China 2024: Your Hub for Innovation, Knowledge, and Networking



Once again, we are thrilled to be participating at wire China 2024. Positioned at stand E1C21, the IWMA stand is set to be a central hub for our members and guests, offering a wealth of resources and networking opportunities tailored to enrich your exhibition experience.

**The Stand: A Hub of Activity**  
Understanding the needs of our members, the IWMA stand will feature on-site hospitality services, including refreshments, Wi-Fi connectivity to catch up on emails, and bookable meeting tables for business discussions or casual chats with colleagues. Our stand will also offer a range of printed materials, such as the latest IWMA Insider

magazine, membership directories, and benefits booklets, to keep you informed about our upcoming events, exhibitions, and the numerous benefits of being part of the IWMA community.

**Meet the IWMA Team**  
Representing the IWMA at wire China will be Richard Johnstone, Executive Management Committee member; Jessica Bennett, Executive Manager; and Katie Houston, Marketing Executive. The team are eager to meet you all and discuss how the IWMA can support your business and professional growth.

**Member Presentations: Showcasing Expertise**  
We are excited to provide our IWMA members with the opportunity to showcase their expertise and latest developments during our IWMA Member Presentations

on Thursday September 26th, and Friday September 27th. These presentations will take place in the member presentation area of the stand and will be translated by our on-stand translator, ensuring they reach a truly global and diverse audience.

As a proud industry partner to Messe Düsseldorf GmbH and its wire exhibitions, IWMA is committed to enhancing the industry's growth and connectivity. We look forward to you joining us at wire China to explore the latest industry trends, innovations, and opportunities for collaboration. Let's connect, learn, and grow together in the spirit of advancing the wire and cable industry for mutual success!

See you at wire China:  
**Visit us at Stand E1C21**



# wire CHINA 25 to 28 September 2024

## The Shanghai New International Expo Centre (SNIEC)

### RichardsApex

#### RichardsApex Celebrates 120 Years of Excellence in Lubricant Solutions

RichardsApex, a distinguished leader in the global lubricant industry, proudly celebrates 120 years of innovation and excellence. Specializing in high-quality lubricants, RichardsApex serves the wire drawing and hot rolling sectors with a comprehensive range of advanced solutions.

Our extensive product line includes semi-synthetic and synthetic lubricants designed for the wet drawing of both non-ferrous (copper, aluminium, brass) and ferrous wire and rod. Additionally, we offer an array of protective coatings, cleaners, corrosion inhibitors, and oil-based lubricants, tailored for all non-ferrous and ferrous alloys, used in wire drawing and rod rolling applications.

With over a century of expertise, RichardsApex continues to set the standard for performance and reliability in lubrication technology. RichardsApex remains dedicated to delivering superior lubrication products that meet the evolving needs of the global industry.

#### Introducing SK-1: A Breakthrough in Copper Rod Rolling Lubricants

After years of rigorous on-site testing and development, RichardsApex proudly introduces SK-1, a lubricant engineered to meet the demanding requirements of our global copper rod rolling customers. SK-1 is designed with advanced friction modifiers to accommodate today's high-performance continuous cast operations, while also reducing lubricant consumption compared to competitive products. SK-1 features a stable, low-foaming emulsion that is low in reactivity, supports longer tank life, and enhances rod rolling performance, to

support superior wire quality outcomes, for the downstream customer. SK-1's proven global success across diverse OEM's, establishes it as an ultra-modern, universal rod rolling solution.

#### Commitment to Service and Excellence

RichardsApex's service philosophy has been a cornerstone of our success in the wire drawing, copper tube production, and rod rolling markets. As a founding partner at wire China, we remain committed to delivering products and services that foster long-term relationships with our customers, both in China and globally.

**Booth E1D11**  
[www.richardsapex.com](http://www.richardsapex.com)

### Medek & Schörner

#### Cable Marking Machines and Optical Fiber Processing Lines

We at Medek & Schörner are pleased to announce that we will be attending wire China 2024. Our renowned business partner Herkula will be sharing their stand with us. Herkula offers speciality inks for the cable and plastics industry, such as optimized UV-LED inks, which are perfectly suited for our newly developed optical fiber UV-LED curing unit.

Medek & Schörner, established in 1929, is a leading supplier of cable marking machines and optical fiber processing lines.

We are constantly confronted with new requirements and are consistently engaged in the development of cutting-edge solutions that exceed these requirements. Our latest innovations are:

- Newly designed optical fiber coloring line with increased production speed of more than 3,000 m/min and coloring

- of up to 3 optical fibers simultaneously
- Optical fiber coloring and curing station using LED irradiation units, resulting in 93 % less downtime and 81% lower energy costs
- New ring marking technology
- Intelligent and highly improved hot foil sequential meter marker FMS 5 with an innovative marking wheel that memorizes and automatically aligns to different cable diameters
- Cutting-edge intermittent ribbon technology

The depth of our in-house expertise, combined with our high-performance machines and our highly qualified and experienced workforce, gives us the ability to help our customers to develop better solutions - in effect, to turn their good ideas into the best ideas.

Our product range begins with simple coding machines and extends all the way to fully automated high-speed production lines using cutting-edge technology. Here is a brief overview of our product portfolio:

- Optical fiber color coating systems including ring marking, tight buffering, proof testing
- Production lines for optical fiber ribbons, compact fiber units (CFU) and intermittent ribbon
- High-quality gravure printers
- Offset markers for irregular cable surfaces
- Embossing meter markers and hot foil sequential meter or footage markers
- High-speed embossing printer for indent or raised marking
- High-performance ring markers
- Video systems for monitoring the printing quality of high-speed printing machines
- Laser marking systems for cables
- Custom-made cable marking machines and optical fiber solutions
- IOT/Industry 4.0 ready interfaces

**Booth E1F14**  
[www.medek.at](http://www.medek.at)

### Niehoff

#### Cutting-Edge Wire and Cable Manufacturing Equipment: Niehoff and NMC at wire China 2024

Maschinenfabrik Niehoff and its Chinese subsidiary, Niehoff Machinery Changzhou (NMC) Co., Ltd., will be exhibiting at wire China 2024, Booth E1B51.

On display will be a MMH 121 + RM 201 type multiwire drawing line, a D 632 type double twist bunching machine with an ARH 630 type pay-off, and a BMV 24 type vertical braiding machine.

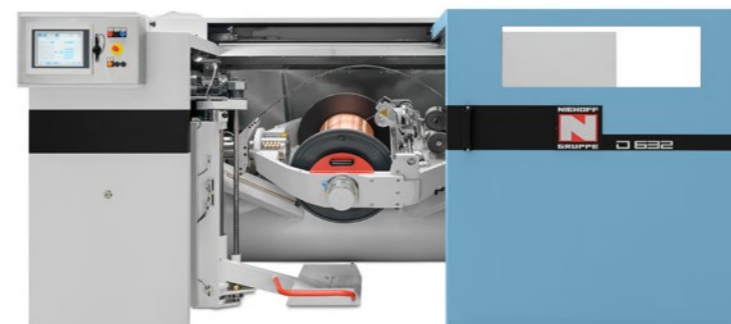
#### Future-Focused Multiwire Drawing Technology

NMC, under Niehoff's licence, builds MMH type multiwire drawing lines for the Chinese market. These lines consist of components both from the Niehoff headquarters in Germany and from NMC. The mechanics of the MMH drawing machine are provided by Niehoff, while the annealer, switch cabinet, and spooling system are made by NMC. All components are assembled at NMC, where test runs are also conducted. Only after successfully completing the test runs is the line delivered to the customer, where NMC technicians handle installation and start-up.

The main advantages of the MMH 121 + RM 201 type multiwire drawing line on display include a compact design that saves production space, high productivity, and a low wire break rate. The RM 201 type resistance annealer uses the field-proven 2/3 zone annealing method, which can be selected with or without wire reheating. This results in optimal wire drying and economical energy use for larger wire sizes. The wires drawn on this line maintain very homogeneous and closely controlled properties over their entire length. Such wires can be processed into multiwire bundles with excellent specifications and are ideally suited for final applications or downstream processing into high-quality strands or braids.

#### Technical Data: MMH 121

- Max. production speed: 35 m/s
- Wire inlet diameter: 2.00 or 1.80 mm\*
- Wire finished diameter: 0.16 ... 0.55 mm
- Max. number of wires: 24
- \*Cu hard



#### High-Quality Strands for Demanding Applications

The D 632 type double twist bunching machine, built by NMC under Niehoff's licence, is characterised by high productivity and delivers high-quality products on perfectly filled spools. The single-bow design, combined with the energy-saving Eco-Bow installed in this machine, ensures significant energy savings and, consequently, lower energy costs compared to conventional bunching machines. Other features include electric lay-length adjustment (changing lay-length without changing gears) and constant tension control of the strands from empty to full spool. As the D 632 produces bunches with very tight tolerances, only the minimally required copper cross-section is generated. This results in considerable material and operational cost savings. Due to the adjustable and controlled wire tension—regardless of spool filling—and the integrated opto-electronic NBAT (Niehoff Bunching Automatic Traverse) system, the spools are filled with a perfect winding pattern. As a result, the bunches can be paid off tangle-free, even at extremely high pay-off speeds.

Because of the precise operation and the automatic NBAT system, one operator can supervise multiple machines simultaneously, leading to substantial labour cost savings. The D 632 buncher is ideally suited for processing fine wires made from copper alloys, such as CuSn0.3, into strands for automotive cables. Using the patented Stretch Forming and Straightening Technology, the D 632 avoids the crowning and spiralling effects typical of wires made from certain copper alloys.

#### Technical Data: D 632

- Max. production speed: 300 m/min
- Strand cross-section\*: 0.09 ... 6.00 mm<sup>2</sup>
- Lay length (steplessly variable): 6 ... 100 mm
- Max. number of twists: 7000 twists/min
- \*Cu soft

#### Precision Braiding with High Efficiency and Versatile Applications

The BMV 24 type vertical lever-arm rotary braiding machine, equipped with 24 bobbin carriers, offers several key advantages, such as infinitely adjustable electronic control of line speed and braiding pitch, as well as an automatic central lubrication system. Multiple monitoring systems enable unattended operation over longer periods without frequent operator intervention.



BMV 24

BMV type braiders can be equipped with three patented systems that offer additional benefits. The braiding speed of the BMV 24 model can automatically be accelerated from 110 rpm to a maximum of 130 rpm, while the BMV 16, the 16 spool carrier version, can accelerate from 175 rpm to 200 rpm. This results in a 10% increase in braiding performance. At the same time, the frequency of lubrication intervals is reduced depending on the slideway temperature. Consequently, less lubricant is used, and less oil contamination occurs on the braids.

With Niehoff's Wire Tension Control System, all braiding wires—from full to empty braiding bobbin—are applied to the product under uniform tension, resulting in faultless shielding. Niehoff's Coverage Control System ensures a constant braiding coverage ratio at the set value. Since only the absolutely necessary amount of braiding wire is applied, up to 10% braiding material savings can be achieved.

BMV type braiders are suitable for a wide range of applications. They are designed for processing bare or plated round or flat wires made from copper, aluminium, or stainless steel, as well as artificial yarn and fibres. The braiders can be used to manufacture cable screenings, copper braids, hollow braids, stranded braids, textile braids, and steel wire braids with different braid patterns.

#### Technical Data: BMV 24

- Cross-section: 0.02 ... 0.56 mm<sup>2</sup>\*
- Max. braiding pitch: 6 ... 180 mm
- Central passage: 50 mm
- \*Cu soft

**Booth E1B51**  
[www.niehoff.de](http://www.niehoff.de)

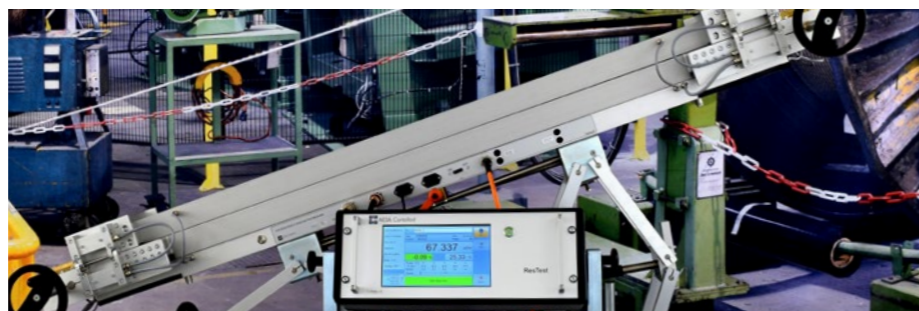


# AESA Cortailod

**AESA Cortailod Marks Milestone with 10th ResTest 813x Installation in China**

AESA Cortailod, a world-renowned name in cable metrology, has successfully installed its 10th ResTest 813x instrument in China, highlighting its growing influence in the region. This milestone installation underscores the company's commitment to providing state-of-the-art solutions for the cable and wire industry.

AESA Cortailod's ResTest 813x family of instruments addresses the need of measuring the resistance of conductors directly on the assembly line using a unique, patented technology. This innovative approach allows for a significant reduction in safety



margins and raw material usage, thanks to its unbeatable accuracy in on-the-line measurements of linear resistance. The ResTest 813x masterfully manages uncertainties related to temperature, length, and current distribution, all within a single integrated and movable device.

The instrument's ability to connect to IT networks and its bespoke software tailored specifically for the cable industry enable manufacturers to optimise processes and produce sustainably. AESA's presence in Asia is further strengthened by its subsidiaries in Shanghai and Hong Kong, ensuring long-term

reliability and efficient technical support. Besides the ResTest 813x, AESA Cortailod will showcase other cutting-edge solutions at wire China in Shanghai.

At wire China, attendees will have the opportunity to explore these innovative solutions as AESA Cortailod demonstrates how their technology can help cable manufacturers achieve higher yields and better sustainability.

**Booth E1F17**  
[www.aesa-cortailod.com](http://www.aesa-cortailod.com)

# August Strecker

As an internationally active family business, STRECKER has been working in a progressive and future-oriented manner with high quality awareness since 1933. STRECKER offers complete solutions for individual manufacturing processes in welding technology.

At this year's wire 2024, welding machines for different applications will be on display: electric butt welding machines for steel, copper, aluminum, brass, for solid wires or stranded wires and conductor cables. There will be fully hydraulic butt welders with automatic deburring and pneumatic welding machines for bulk wire products, as well as cold welding machines for non-ferrous wires.

The continuous optimisation of proven welding machines will also be addressed: the user-friendly version of electric strand butt welding machine type SE1, with handle for easy movement, cable holder and optional cover of the mimic to protect the mechanics and large collecting tray for smashed ceramics.

Customers can experience welding directly on the stand and, of course, discuss individual requirements for special, tailor-made machine constructions with the experts on site.

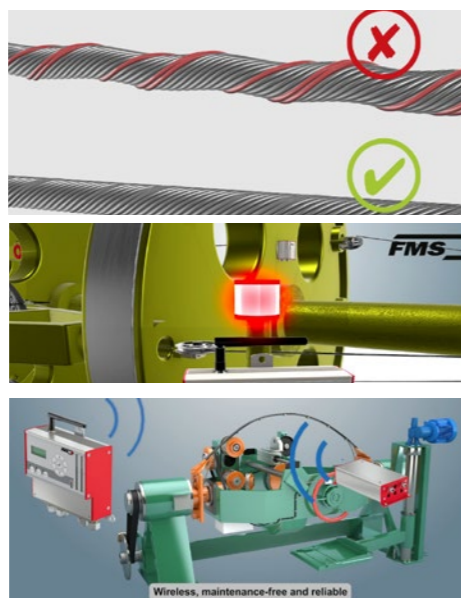
**Booth E1D43**  
[www.streckerusa.com](http://www.streckerusa.com)

# FMS

**FMS Force Measuring Systems AG to exhibit at wire China 2024**

Together with our Chinese distributor, Suzhou FCN Mechanical and Electrical Technology, we will showcase our innovative solutions for the wire and cable industry.

Come and visit us on Booth E1A16 to discover more about our product range.



**RTM X42** – Wire tension monitoring and closed-loop control for stranders.

**RTM X42** – Equal tension on all strands.

**RTM MP** – Wireless drop-in replacement for defective sliprings.

**Illustration:** RTM MP - Substitute for defective sliprings.

**FMS-cradleGUARD** – Safety monitoring of all cradles

**Illustration:** FMS cradleGUARD - Reliable signal transmission for wire break, pinlock status, tilt.

Meet our experts Joey Zheng and our General Manager Jörg Inhelder who will be at your disposal to discuss your requirements.

**Booth E1A16**  
[www.fms-technology.com](http://www.fms-technology.com)



# Setic Pourtier

**The SETIC team is committed to meeting specific customer needs. Talk to our representatives about tailored cable machinery solutions and discover our latest advancements in high-performance cable machinery and sustainable solutions.**

SETIC is a leader in cable machinery designed for special data communication, and LAN cables, serving the automation, AI, robotics, aerospace, and data analytics sectors, as well as a major player in automotive wire equipment.

*"We are pleased to announce the reopening of Gauder Group's China operations, including a sales office in Shanghai. Our newly established structure, Gauder Group Shanghai, manufactures SETIC machines made in China. These machines meet the dynamic and critical demands of the Chinese and Asian markets, offering modern design, European quality, and performance standards. We provide comprehensive local services in China to ensure competitive levels of support."*

*This strategic move underscores our commitment to our Chinese customers and solidifies our position as a global leader in providing rotating machinery for the wire and cable industry. We eagerly anticipate building lasting relationships with our Chinese partners."*

POURTIER manufactures heavy-duty rotating machines to produce all types of power cables: overhead, submarine, High Voltage and Extra-high Voltage. Our team of experts will be available to discuss your specific needs.

POURTIER is the top choice when it comes to producing rigid, screening and planetary stranders, single twist cablers, and drum twisters for all types of energy cables from low voltage up to overhead, high and extra high voltage as well as submarine cables. POURTIER also offers complete know-how for process guarantee.

All of these machines are designed and manufactured with the highest standards in design and manufacturing to produce all types of high-voltage and extra-high-voltage power cables.

From overhead cables (including ACCC™, ACSS-TW and ACSR-TW) to submarine or land cables AC type (using high quality Milliken conductor) or DC type (using large round compacted conductor or profiled "Keystone" wires).

Our presence again this year at the wire China show demonstrates our commitment for a better understanding of the Chinese market while observing the trends, the consumer needs, and present our new technologies. POURTIER connects its customers to all energy sources. Demand for Clean energy including improved infrastructures has been on the rise in the past few years, resulting in new market challenges. POURTIER has the most advanced solutions to meet these challenges for sustainable clean energy and infrastructure.

C2S Customer Services department is the ideal partner to maintain machines productivity and enhance products quality.

Rich of a long and successful experience, the C2S - Services division has an overall efficiency booster to maintain wire and cable production lines productivity and products quality, whatever the brand of the equipment. C2S is being assigned spare parts, upgrades

and maintenance projects, as well as transfer and restart operations of complete lines.

Upgrades are a sustainable approach. By extending the life of existing machines, customers reduce their environmental impact by minimizing the need of new equipment. C2S solutions are a way to save Energy and "Go Green". C2S is involved in smart factories in their Industry 4.0 processes.

BOW TECHNOLOGY sells customized bows for ALL sizes and ALL brands of double twist equipment.

BOW TECHNOLOGY is the answer to cable makers concerned by quality and long-life reliable bows for all brands of double twist machines from 560 to 2000 mm. With a comprehensive range of 650+ all sizes designs the division offers a global service from conception to production. The patented GreenBow2 is a closed-bow model ensuring important energy savings (up to 30%) on high-speed double twist bunchers (560 to 800mm). It's time now to take your part of environmental questions towards a positive climate change, also in your industrial and professional life!

The team is ready to discuss any model matching the customer's production needs.

**Booth E1F33**  
[www.setic-pourtier.com](http://www.setic-pourtier.com)



# Sikora

## SIKORA bring new products and an innovative booth to wire China

At wire China 2024, from 25th-28th September in Shanghai, SIKORA, a manufacturer of innovative measuring, control, and sorting technologies, will present its range of new and proven systems for quality control and cost optimization in wire and cable extrusion, as well as material production and processing. Visitors can look forward to product premieres and a new booth concept.

### Premiere of the CENTERVIEW PRO: Eccentricity Measurement on a New Level

With the new CENTERVIEW PRO, SIKORA continues its 50-year tradition of measuring the eccentricity of conductors in cable insulation at a new level. The CENTERVIEW 10 and CENTERVIEW 25 are two innovative models designed for product dimensions from 0.1 to 25 mm. Using a combined inductive and optical measuring method, the system reliably measures the diameter and ovality of cables in addition to eccentricity. With 5,000 high-precision measurement values per second per measurement axis, and an extremely short exposure time of less than 1/1,000,000 seconds, the CENTERVIEW PRO enables accurate measurements, even at high line speeds and during product vibrations. Each individual measured value achieves an extraordinarily high single-value accuracy.

### Premiere of the LASER PRO: New Standards in Diameter Measurement

With the new LASER PRO, SIKORA sets new standards in cable diameter measurement. Based on the proven LASER Series, which is used in numerous extrusion lines worldwide, this new model family offers extended advantages for users. The LASER PRO comprises three innovative models for product dimensions from 0.1 to 51 mm. The diffraction analysis, combined with pulse-controlled laser diodes, produces an impressive 500,000 measuring points per second per measurement axis across the entire measuring field. These are summarized into 5,000 high precision measured values per second per axis, ensuring that the values supplied are both accurate and repeatable. Thanks to the extremely short exposure time of less than 1/1,000,000 seconds, the individual precise measured values are recorded with maximum image sharpness, ensuring

absolute measuring accuracy even at high line speeds and during product vibrations.

### Premiere of the LM SMART: Smart Length Measurement of Wires and Cables

With the LM SMART, SIKORA expands its product range with an innovative length measuring device. The system measures lengths without contact, with an extraordinary accuracy of 0.05%. Compared to conventional contact-based solutions, there is no slippage or wear. Once the device is set up, no calibration or re-parameterization is required. The LM SMART measures accurately and reliably over the long term.

### X-RAY 8000 ADVANCED/NXT: Remarkably Efficient in CV Lines

In the field of power cable production, the X-RAY 8000 has been providing precise measurement values and maximum reliability for over 30 years. These features ensure the quality of the cables during production, leading to material and cost savings. At wire China, SIKORA presents the 3rd generation measuring system based on X-ray technology, the X-RAY 8000 ADVANCED, which measures the wall thickness, eccentricity, and diameter of cables in CV lines immediately after the injection head. It provides measured values for centering and control without distortion.

Another highlight is the X-RAY 8700 NXT, which measures the final product dimensions at the end of CV lines, both horizontally and vertically aligned. By using SIKORA measuring systems at both the beginning and the end of production, shrinkage values are determined for all three insulation layers of the cable, ensuring optimum process control for maximum efficiency.

### PURITY SCANNER ADVANCED: Pure Plastic Pellets for Insulating Power Cables

In the manufacture of high-voltage and submarine cables, it is essential to prevent contamination from entering the insulation of power cables. The PURITY SCANNER ADVANCED uses X-ray technology and optical cameras to detect contaminants, such as metal, as small as 50 µm in the pellets, and automatically sorts out impurities. This ensures that only pure material is processed further, minimizes breakdowns, guarantees cable quality, and saves follow-up costs. The system's function and advantages will be clearly demonstrated at wire China using a hybrid exhibit.

### New Stand Concept Underlines SIKORA's Commitment to Perfection

SIKORA presents itself at wire China with a new booth concept, underlining its commitment to perfection. *"Our customers can not only experience new products live but also our new booth concept, which invites them to linger and exchange ideas with our experts. We want our customers to feel completely comfortable at our stand,"* says Wanbin Chen, President of SIKORA China.

### Booth E1D51 [www.sikora.net](http://www.sikora.net)



**The new CENTERVIEW PRO measures the eccentricity and diameter of cables. The measured values are displayed on ECOCONTROL**

# TKT

## Big News from TKT Group to Be Presented at wire China 2024

TECNOVO and KONER, two leading manufacturing companies within the TKT Group, are excited to announce their participation in wire China 2024 from September 25th to 28th. Visitors to the event can find TKT Group's latest innovations at their dedicated booth, where they will showcase a range of groundbreaking products and solutions tailored to the wire and cable industry.

Among the highlights that will be presented at wire China are:

- **Innovative Lubricants for Wire Drawing:** High-performance lubricants suitable for dry and wet wire drawing, featuring "green" formulations that are dust and borax-free, resistant to extreme temperatures, and provide superior lubrication.
- **New Automatic Press Machine:** Installed at the KONER plant at the end of 2023, this press machine boasts a pressing force of 120 tons and can produce hard metal products with an external diameter of up to 120mm.
- **Advanced Drawing Dies:** The production of various drawing dies and custom-designed parts using sophisticated micro-grains, offering zero porosity and enhanced density

and hardness, while maintaining high toughness standards.

- **D-lab Enhancements:** The D-lab, an innovative instrument for measuring the diameter and ovality of dies, has been upgraded with a larger touch screen for improved ease of use, following its global market success.
- **New Butt Welder Machine:** This efficient and user-friendly machine significantly reduces welding process time for steel wire, combining welding and annealing into a single operation for high productivity and cost savings.
- **High-Performance Wiping Pads:** Specifically designed for galvanizing operations, these wiping pads come with specific coating treatments and lubrication, suitable for all applications and tailored to customer needs.
- **Integrated Wire Cleaning Solutions:** Comprehensive chemical and mechanical solutions for cleaning wire and wire rod.

TKT Group eagerly anticipates meeting industry professionals and clients at their booth at wire China 2024, where they will share more about these innovative products and solutions.

### Booth E1B16 [www.tktgroup.it](http://www.tktgroup.it)



# Sket

With its newly developed SKET CENTRAL STRANDER "MKZ", customers benefit from world leading technology. The new range of MKZT/S Central Stranders sets new and previously unthinkable standards in the production of overhead lines of all designs and standards. Stranding cage speeds of up to 500 rpm and a pay-off bobbin capacity of around 510 kg, some three times more than was previously possible, bring about productivity benefits which were previously unimaginable.

Dependent on the technological needs of the application, the stranding units are fitted with either mechanically or pneumatically controlled flyer systems, ensuring a product of the highest quality. Having delivered over 100 of these central stranders to customers all over the world, reliability and customer satisfaction are proven.

SKET's central strander technology is perfect for high production rates, uniform wire products, and minimal wire size adjustments, ensuring a superior quality product.

As an addition, the 245 series have been developed as a "joker" in the MKZ portfolio for aluminum and overhead cable constructions. It is not just this manufacturing option and the use in aluminum wire stranding that makes the "245" a size with many advantages. This includes a filling mass of up to 550 kilograms of aluminum - about 245 liters of volume per spool. In comparison: a 630 DIN spool only has about 40% of this filling volume. This in turn guarantees longer stranding without interruption compared to stranding machines (e.g., rigid stranders) with conventional spools.

# Hans Schmidt



Hans Schmidt & Co. GmbH: Pioneering Tension Measurement Solutions at wire China 2024

As a global leader in precision tension measurement, Hans Schmidt & Co. GmbH has been setting industry standards for over 75 years. At wire China 2024, the company will showcase its latest innovations, including advancements in both hand-held and online tension meters.

Hans Schmidt's Tension Meters, used by over 180,000 professionals worldwide, are essential in production monitoring, quality control, and process engineering. The company offers the largest selection of tension meters globally, with models available in both mechanical and electronic versions. The latest hand-held model, the DT series, features a large, easy-to-read display with multiple viewing modes, a unique force-reduced material catching system, and the ability to calibrate on user-defined materials.

Additionally, Hans Schmidt is unveiling the enhanced FS series online tension sensors, now equipped with digital signal processing for improved accuracy and connectivity. The new MZ series, designed for tight spaces, offers a flat profile and customizable guide rollers, making it ideal for applications like stranding machines.

Visit Hans Schmidt & Co. GmbH at wire China 2024 to explore these cutting-edge solutions and discover how they can optimise your production processes.

### Booth E1D31 [www.hans-schmidt.com](http://www.hans-schmidt.com)

The special wire guide and various spool braking systems that can be made available to the customer also set standards. The "245" MKZ works at high speed and scores overall with a working method that is strongly geared towards cost-effectiveness without compromising quality standards. The fact that the machine is available also as "Twin" version, which means stranding and loading of the machine at the same time, ensures minimum standstill times and enormous gain in productivity.

This economical working is part of all sizes of the MKZ machines. Companies that already use them have seen not only increased efficiency but also far lower foundation requirements and can be confident that there will be significant energy savings and less maintenance.

SKET Verseilmaschinenbau GmbH will be welcoming you at wire China between 25th-28th September at SNIEC - Shanghai New International Expo Center, Shanghai, China.

### Booth E1C32 [www.sketvmb.de](http://www.sketvmb.de)



# Troester

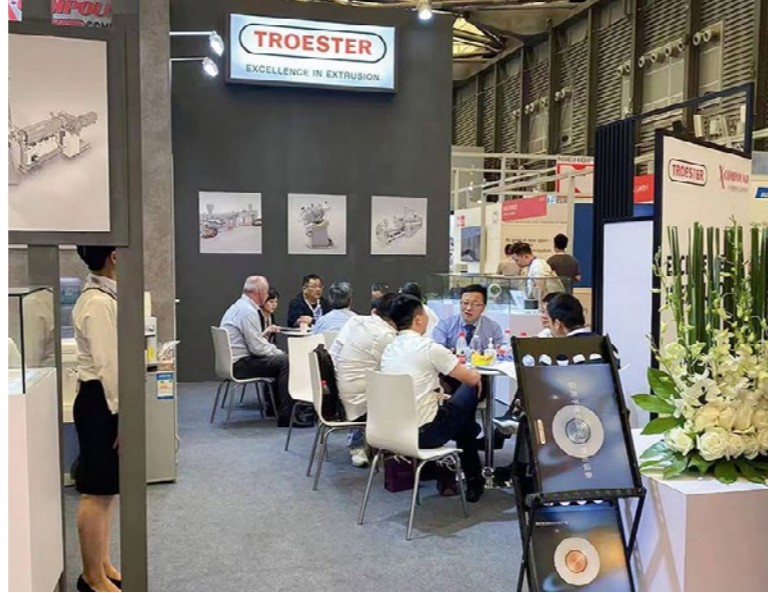
## TROESTER Group Exhibits at wire China 2024

TROESTER GmbH & Co. KG is a worldwide leading manufacturer of complete extrusion systems for the cable industry, comprising CV Lines for XLPE and Rubber Cables, Silicone Insulation Lines, Sheathing and Insulation Lines as well as the complete range of downstream equipment, like winders, caterpillars, capstans, and accumulators. In China TROESTER is represented by its subsidiary TROESTER Machinery Shanghai (TMS), which is responsible for the sales and after sales service and production for the domestic market.

At wire China 2024 TROESTER will present information and new developments in the field of:

- CCV and VCV Lines for MV, HV and EHV Cables up to 1000 kV
- Rubber CV and CCV-Lines up to 35 kV
- Production Equipment for Submarine Cables

The Compounding Division of TROESTER (X-Compound) specializes in complete systems for the compounding of plastics with the process steps conveying, melting, dispersing, mixing, and degassing.



Compounding Division will present:  
-Kneader technology for the continuous compounding of HFFR (LSOH), PVC, XLPE, and Semiconductive Materials.

The TROESTER Group warmly welcomes visitors to discuss their requirements and to learn about new developments in CV technology and market developments at wire China between 25th - 28th September 2024.

**Booth E1B39**  
[www.troester.de](http://www.troester.de)

## TROESTER

EXCELLENCE IN EXTRUSION.

# Electricity is Life

## Power Cables from Troester CV and Sheathing Lines

The increasing power demand as well as the growing share of renewable energies are leading to new challenges: Wind parks, solar farms and further decentralized power generation requires expansion and restructuring of the existing power transmission grids with new cable networks on land and under water. Troester CV and sheathing lines deliver their contribution to this energy transition and provide excellent extrusion lines for those requirements. [www.troester.de](http://www.troester.de)



CCV Line from TROESTER stands out in producing MV, HV and EHV cables with perfect concentricity, roundness and long production lengths. Its superior quality ensures unmatched reliability and performance in electricity networks.

**WIRE CHINA 2024**  
September 25 – 28, 2024  
Shanghai, PR CHINA  
**Booth No. E1 B39**

**WIRE INDIA 2024**  
November 27 – 29, 2024  
Mumbai, INDIA  
**Booth No. J 46, Hall 1**

# Metalube

## Metalube to Showcase at wire China 2024: Connecting with Asia's Market Leaders

UK-based industrial lubricant manufacturer, Metalube, is set to participate in one of the most significant wire and tube industry events in Asia: wire China 2024, held in Shanghai this September. As the largest event of its kind in Asia, wire China attracts professionals and companies from around the globe, providing a vital platform for showcasing top products and services to the dynamic markets of China, Central, and Southeast Asia.

At this prestigious event, Metalube will spotlight its premier wire drawing lubricants and the unmatched technical services that have become a cornerstone of its global operations. This exhibition offers Metalube an opportunity to connect with Asia's market leaders, reinforcing its position as a key player in the industry.

As Metalube prepares for wire China, the company is eager to engage with industry professionals and showcase its innovative solutions that cater to the needs of the Asian market. Andy Lewis, Commercial Manager for Wire & Tube at Metalube, expressed his excitement for the upcoming events, stating,

*"We are incredibly excited for the upcoming wire China and wire India 2024. These events are a key opportunity for Metalube and the industrial wire and tube industries throughout the Chinese and Indian markets. We look forward to two successful shows and seeing how the wider wire and tube markets are changing and adapting."*

Team Metalube at wire China 2024:  
- Andy Lewis, Commercial Manager Wire & Tube  
- Cao Jie, General Manager China  
- Gavin Gu, Sales Manager, Wire Drawing

**Booth E1E13**  
[www.metalube.co.uk](http://www.metalube.co.uk)

# Maillefer

## Maillefer Reveals the Meaning of "More" at wire China This September in Shanghai!

Get ready to witness a convergence of revolutionary technologies where innovation meets excellence through our live components showcase. Experience technological leadership at the Maillefer booth E1D21, within our House of Experts.

### Master More with Less

The huge push towards renewable energy and the sustainable use of resources gives meaning to our main theme—Master More with Less. We offer optimum extrusion solutions to produce more quality products with less material, less energy, less waste, and less effort.

### What's New

The components exhibited at our stand boast efficiency, evolving production demands, and ever-increasing precision. We are introducing a game-changing lineup that spans diverse industry needs, including:

- ECH 35/45 Crosshead
- THC 50/90 Crosshead
- EKP Card Rack Replacement

The crosshead developments feature exciting centering techniques that achieve exceptional centricity.

# Traxit

Traxit Wire Lubrication, a brand of Klüber Lubrication, will be present at wire China from September 25th-28th, 2024. Visit us at the German Pavilion 'Made in Germany' in Hall E1, Booth C35, where we will be represented by our Chinese subsidiary, Traxit (Huzhou) Lubrication.

Our subsidiary in Huzhou is a leading local manufacturer of high-quality drawing lubricants, produced according to international standards and distributed throughout China and the Asian region. At the trade fair, we will present our latest innovations and key topics related to the wire drawing industry, with a focus on high-quality drawing lubricants, sustainability, energy efficiency, and local proximity, thanks to our state-of-the-art production facility in Huzhou. Our local production allows us to be present in central markets, enabling fast availability of goods and reduced transport routes—to the benefit of both our customers and the environment.

Sustainability is a key concern for Traxit Wire Lubrication. We rely on environmentally friendly production processes and sustainable materials to minimize the ecological footprint of our products. Our innovative drawing lubricants are designed to reduce energy consumption and extend the service life of wire drawing systems, bringing both ecological and economic benefits.



Our aftermarket services include an effective card rack upgrade to extend the lifetime of EKP 50 & 60 dual take-ups.

Our specialists are ready to share details about recent technologies, such as our new high-volume NXW 225-22D extruder, intelligent induction, round premium value package, PP processing for MV and HV cable, MV extrusion line upgrades, and more.

### Participate in the Transformation

Join us at this key industry event to gain insight into tomorrow's technology. This is a unique opportunity to participate in a transformation that underlines our dedication to pushing the boundaries.

The focus is on the transition towards green energy sources and manufacturing best practices. Attending the show means you're involved and actively seeking competitive solutions. Prepare yourself for the game change. Plan your visit with us at wire China in Shanghai from September 25th - 28th, 2024.

**Booth E1D21**  
[www.maillefer.net](http://www.maillefer.net)

Innovation plays a decisive role in our corporate philosophy. Research and development are central pillars of our company, ensuring the best possible product development for our customers and setting new standards in the wire drawing industry. Our research and development center in Huzhou works closely with our European center. At wire China 2024, we look forward to engaging in dialogue with our customers to jointly make the wire drawing process more efficient and sustainable.

Product quality is our top priority. Our drawing lubricants are manufactured under strict quality controls and meet the highest standards. Thanks to our presence in Huzhou, we can respond quickly and flexibly to the needs of our local customers.

We cordially invite you to visit our stand to learn more about our products and solutions. Discuss with us how we can overcome the challenges of the wire drawing industry together and discover how Traxit is contributing to the future of the industry through sustainable and energy-efficient solutions.

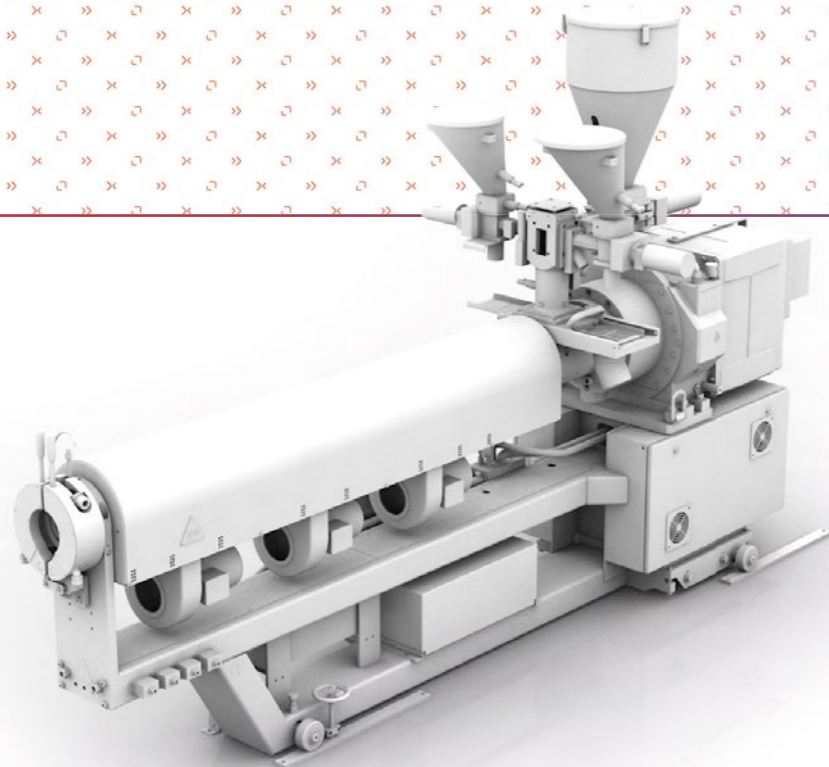
We look forward to your visit and the opportunity to exchange ideas with you!

**Booth E1C35**  
[www.traxit.com](http://www.traxit.com)





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ROEX extruders are high-performance machines for cable insulation and jacketing. They are equipped with an innovative motor drive concept and can be customized to suit your specific requirements.

Choose the latest extruder technology for your next project and benefit from:

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## Welcome to Mumbai! Wire India 2024: Powering the Future of the Global Cable Industry

wire India, at the Bombay Convention & Exhibition Centre in Mumbai (November 27-29) is a hotly-anticipated event on the annual calendar of wire and cable exhibitions. It's the third-largest show after Germany and China, and the biggest on the Indian sub-continent. Given the large number of manufacturing businesses in the region, its economic value cannot be ignored.

The same goes for the rewards on offer: last year the Indian wire and cable market was worth around \$13 billion, but with a strong projected growth for most of the next decade, the early 2030s might see a value nearer \$35-40 billion, which is a very healthy sector indeed.

No surprise, then, that the most recent wire India, in 2022, attracted over 17,000 visitors (almost three times the attendance in 2010) and 400 exhibitors from 21 countries across 23,000 sq m of halls; predictions for this year are for even higher numbers.

In addition to Indian companies, the exhibition attracts exhibitors from Belgium and the Netherlands, Austria and Germany, the United Kingdom, Turkey, Italy, France and Spain and Scandinavia, and there are also many overseas companies from the USA and Canada, South East Asia, South Africa and China. The forthcoming event will also feature pavilions gathering companies from Germany, Italy, Switzerland, and an International Pavilion from IWMA along with a comprehensive conference programme.

India has been the global success story of the past 15 years; where China has led, India now follows. The two nations are remarkably similar in many ways: both have similarly-sized and huge populations of around 1.5 billion, both have vast working-age populations, both major in education, technology and manufacturing, both are among the top users of cable and wire (China top, India third), both have vast industries supporting green energy, each is the major exporter to the other, and not

surprisingly, they stand at first (China) and (third) in the world economic rankings, either side of the USA.

Admittedly, India's GDP is around \$13.5 trillion while China's is nearer \$31 trillion, but China is currently beset by trade wars and export tariffs, while India is affected mainly by its own bureaucracy and a slightly strained relationship with the outside world. But India imports far more than it exports, which makes it a favoured destination for manufacturers from the largest producing nations.

Like China several years ago, India is undergoing a transition into a modern industrial nation, and nowhere is this seen better than in the growing demand for wire and cable.

Though the country is currently suffering a small economic downturn, like most nations, the underlying economy remains vibrant and is predicted to grow at around 6.1 per cent this year, against seven per cent last year.

India has been investing heavily in infrastructure and transport projects, the power grid, renewables and smart technology – all great for the wire and cable industry (power utilities already consume 30 per cent of all the cable used in India). The investment pushed construction growth last year by 11 per cent over 2022 – a slightly artificial result, since India was still rebounding from the pent-up demand from Covid. Now the curve is getting back to normal, growth should rise at a slower but far steadier rate.

Increasing Indian urbanisation will demand extra power, and even though India is the world's third-largest producer and consumer of electricity, its current generating capacity is nowhere near the anticipated demand. The Indian government has plans to more than double the present capacity of around 420GW by 2030, by adding 500GW of green generation.

India's existing generating capability relies heavily on coal and oil; the government's aim

is for renewables – some wind generation, but mainly solar – to overtake fossil-fuel generation in the next seven years and for the nation to be net-zero by 2070 (a vast job, since renewable capacity by 2070 would need to be around 7,500GW and it will cost an extra \$5 trillion for measures just to halve estimated CO2 output over the next half-century). India is currently the world's third-largest producer of greenhouse gases.

The leap to 2030 alone demands the addition of around 50GW of new capacity a year, partly achieved at the consumer level by a scheme to encourage up to 10 million householders to install solar panels, with the usual grid buy-back schemes. This should increase rooftop generation from 12GW to 40GW within two years. A parallel scheme offers financial incentives to the power distribution companies to improve the network, alongside general modernisation using smart grid technology.

Falling into step with proposals to generate power are plans to use it: India's intentions for the rail network (already 95 per cent electrified) and for electric vehicles (including buses and two- and three-wheelers) are as ambitious as those for other aspects of power generation. India hopes to electrify almost a third of its vehicles by 2030 – as with the Western model, by a mixture of incentives and tighter emissions standards.

The rail network is already subject to technology and infrastructure improvements to make it more efficient, but is being augmented by metro transport schemes for around 75 cities in the next handful of years – offering not only better public transport but a welcome reduction in traffic congestion and pollution.

The shift to EVs in urban India is opening up massive demand for network cabling, and of course for wiring for in the manufacture of EV motors and batteries. India's future plans are a big reason for the continued growth of the nation's wire and cable market – and the popularity of wire India.







# IWMA Members Exhibiting at wire India

Correct as of 4th September 2024

IWMA Pavilion – Hall 1, L47			
Aversion Technologies Europe S.L		Maillefer Extrusion Oy	Hall 1, K53
Fisk Alloy Conductors BVBA		Medek& Schorner	Hall 1, I67
Proton Products International Ltd		Metalube Limited	Hall 1, L79
Rautomead Limited		Mikrotek Machines Ltd	TBC
RichardsApex		NAPPOO HI COMMAND	TBC
Company	Booth	Niehoff Maschinenfabrik GmbH & Co KG	Hall 1, 107
AEI Machines	Hall 1, F35	Reber Systematic GmbH	Hall 1, J54
AESA Cortailod	Hall 1, K59	Rosendahl Nextrom GmbH	Hall 1, I59
Ajex & Turner Wire Technologies	TBC	Setic s.a.s	Hall 1, N48
Assomac Machines Ltd	TBC	Sikora AG	Hall 1, I53
August Strecker GmbH & Co KG	Hall 3, 107	SKET Verseilmashinenbau GmbH	Hall 1, L48
Bongard Machines GmbH & Co. KG	Hall 1, J55	Sneham Taping Solutions Private Limited	TBC
Condat	Hall 1, M47	Synergy Steels Limited	TBC
CSM Metalurji Imalat Sanayi Ve Muhendislik Ltd sti	Hall 1, K64	TKT Group (Koner)	Hall 1, F47
FIB Belgium s.a.	Hall 1, J67	Troester GmbH & Co KG	Hall 1, B39
Hans Schmidt & Co GmbH	Hall 1, J51	Uygar Makina San.Ve Tic Ltd.Sti	Hall 1, H65
KEI Stainless wire	TBC	VDKM - Verband der Draht- und Kabelmaschinenhersteller e.V	TBC
Klüber Lubrication GmbH (Traxit)	Hall 1, 71	Vikas Spool Private Limited	TBC
		Vinston US Corp	Hall 1, I64

# Unveiling the IWMA Pavilion at wire India 2024: A Hub of Connectivity and Resources



**As anticipation builds for the wire India exhibition, we are thrilled to announce that IWMA will be making a significant appearance.**

Following the success of our pavilions at wire Southeast Asia and responding to substantial interest, we're excited to debut our member pavilion in India for the first time. We will be joined by member companies from across the globe including **RichardsApex, Aversion Technologies, Proton Products, Rautomead** and **Fisk Alloy** who will be showcasing their companies as part of the IWMA International Pavilion. The IWMA section of the pavilion will be its usual hive of activity, serving as a central hub for our members and guests. It will offer a wealth of resources and networking opportunities, along with on-stand presentations and our signature

IWMA hospitality and support services. Refreshments, Wi-Fi connectivity, and bookable meeting tables for business discussions or casual chats with colleagues will all be available. In addition, a range of printed materials, including the latest IWMA Insider magazine, membership directories, and benefits booklets, will also be available to keep you informed about our upcoming events, exhibitions, and the myriad benefits of being part of the IWMA Community.

We are also excited to offer an incredible opportunity for IWMA Members to showcase their expertise and latest developments at wire India. Members are invited to submit their proposals for presentations, which are scheduled to take place in the presentation area of the IWMA stand on Thursday, 28th November 2024. Each presentation will last between 20 to 30 minutes and can cover any topic of the presenter's choice. While we

are particularly interested in presentations of a technical nature, there is also room for sharing information about your company and its recent advancements.

This is a fantastic platform to highlight your company's innovations and technical prowess. It also provides a unique opportunity to engage with a diverse and influential audience, allowing you to expand your reach within the Indian market. Given the limited slots available, we encourage early submissions to ensure your participation. Proposals must be received by the closing date on Friday, 25th October 2024.

Visit the IWMA Pavilion at wire India, located at **Hall 1 Booth L47**





# Save the date! 'Colours of the World': An IWMA Networking Extravaganza Where East Meets West!



**One of the highlights of this year's exhibition will be the return of our popular evening networking event, which promises to be the best yet!**

Our last event in India, held in 2018 at the prestigious ITC Maratha in partnership with Mikrotek Machines and Niehoff India, was a resounding success. Titled "A Taste of Bollywood," the event captivated attendees with a vibrant mix of Indian culture and invaluable networking opportunities. The photos accompanying this article vividly capture the energy and excitement of that memorable evening, showcasing the dynamic atmosphere our attendees enjoyed.

This year, IWMA is set to co-host another vibrant Bollywood extravaganza with Mikrotek Machines and Niehoff India, titled 'Colours of the World,' on Thursday, 28th November. Join us for a night where East meets West and experience the glitz and glamour of Bollywood in a dazzling display of colour and culture. Enjoy an array of traditional Indian cuisines, vibrant decorations, and live Bollywood music and dance performances, all designed to create the most memorable experience for our members.

Member companies are eligible for up to three complimentary tickets. This spectacular evening, filled with vibrant music, colourful dance, and delicious food, promises a night of fun, laughter, and cultural exchange—the perfect setting for building new connections and strengthening existing ones!

Tickets will go on sale on 26th September 2024. Don't miss out on what is set to be an unforgettable highlight of wire India 2024! Save the date and be ready to book your tickets at [iwma.org/events](http://iwma.org/events) to secure your spot at this show-stopping event!



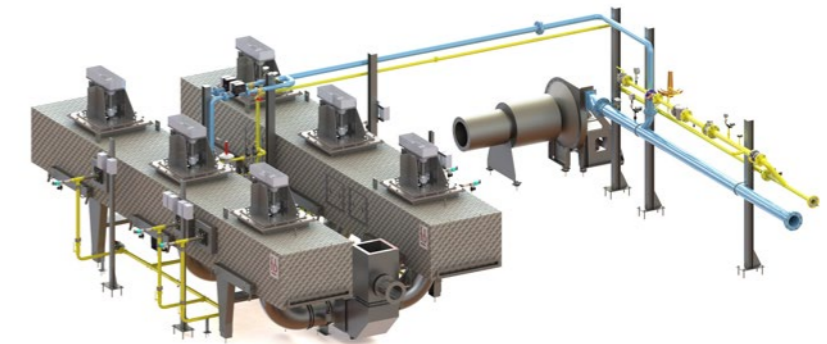
## 27 to 29 November 2024 Bombay Exhibition Center (NESCO) Mumbai, India

### FIB Belgium

**Celebrating Milestones and Leading the Way in Sustainable Steel Wire Treatment**

Offering sustainable solutions at the cutting edge of technology is the guiding principle of FIB BELGIUM and its dedicated teams. Renowned globally as a key player in the supply of equipment for the thermal, chemical, and surface treatment of steel wires, FIB BELGIUM is marking several significant anniversaries in 2024.

Thirty years ago, FIB BELGIUM delivered its first electrically heated furnace. Since then, numerous installations using electricity as a heating method have been completed by our teams, consistently delivering outstanding performance and satisfaction.



With a strong commitment to reducing consumption and minimizing environmental impact, FIB BELGIUM has been continually advancing its open fire furnaces. A decade ago, we developed the IMFLEX® open fire furnace, which reduces gas consumption by up to 27%.

All our installations are equipped with 4.0 technology, ensuring traceability and quality control throughout your production process. Whether you need a patenting line, an annealing-galvanizing line, or a bell furnace, FIB BELGIUM offers a range of

solutions designed to help you reduce your environmental footprint.

Join us in celebrating these milestones at the wire India exhibition. We will be pleased to present our equipment - whether powered by electricity or gas - as well as our Saver and e - solution ranges.

**Hall 1 Booth J67**  
[www.fib.be](http://www.fib.be)

### AEI

**AEI Machines: Leading the Change with Industry 4.0-Rigid Stranding Solutions for Renewable Energy at wire India**

As the global energy sector pivots towards renewable sources, the need for advanced manufacturing technology has never been more critical. AEI Machines, a recognised Rigid Stranding Machine manufacturer of more than 50 years, is at the forefront of this transformation. Embracing the principles of Industry 4.0, AEI Machines offers state-of-the-art equipment that not only meets the demands of today's energy landscape but also sets new standards for efficiency, safety, and flexibility in cable manufacturing.

AEI Rigid Stranders produce high-performance cables, key components in renewable energy infrastructure. The company's dedication to high-quality manufacturing ensures that the

cables produced meet the standards required in the renewable energy sector, particularly for large-scale applications like wind farms, solar power plants and grid infrastructure.

AEI Rigid Stranding Machines are equipped with advanced features that embody the essence of Industry 4.0.

Fully Networked Architecture, enabling seamless communication between different components of the manufacturing process, resulting in higher efficiency and reduced errors. Remote Access and Monitoring of machine data and control systems from anywhere in the world, allowing for real-time adjustments and troubleshooting. Data Collection and Transmission that can be analysed to optimise processes, predict maintenance needs, and improve overall productivity. Also, High Production Flexibility and Enhanced Safety are ensured by predictive maintenance and real-time monitoring, reducing the likelihood of accidents and equipment failure. AEI Machines are equipped with advanced sensors and automated systems that ensure operations are safe and compliant with industry standards.

At wire India 2024, the AEI Machines team are looking forward to welcoming visitors from all over the world to showcase latest developments in AEI Stranders that enhance the production of cables that are essential for renewable energy infrastructure. By integrating Industry 4.0 features into AEI Stranders, AEI is not only improving manufacturing processes but also contributing to the broader goal of sustainable energy production.

Some of the applications include machines for the manufacture of:

- Highly compact round conductor up to 2500 mm2 in single pass for EHV cables
- Milliken segments for conductor up to 3000 mm2 / 500 kV
- High speed manufacture of conductor for low voltage cables
- New generation HTLS conductor TW/CFCC
- High speed manufacture of various overhead conductor ACSR/AAAC
- Copper wire screening of high voltage cables
- Steel wire/strip armouring
- Laying up of control cables

**Hall 1 Booth F35**  
[www.aeimachines.com](http://www.aeimachines.com)



# Traxit

## Traxit and Kemtree to Showcase Innovations at wire India 2024

Traxit Wire Lubrication, a brand of Klüber Lubrication and a leading provider of high-quality drawing lubricants, is pleased to announce its participation in wire India 2024 alongside its esteemed distribution partner, Kemtree International. Kemtree International will be showcasing our high-quality products and innovations at wire India 2024. Our booth will be in Hall 1, booth number L71.

### High-Quality Drawing Lubricants for Various Industries

As a leading provider in the industry, we offer a wide range of high-quality drawing lubricants used across various industries. Our products are

known for their durability, high performance, and environmental friendliness, making them the ideal choice for companies committed to sustainable and efficient production.

### Focus on Sustainability and Efficiency

This year, our exhibition will center around sustainability and efficiency. We are proud to present solutions that are not only high-quality but also environmentally friendly and resource-efficient. Our products are designed to optimize production processes while minimizing the ecological footprint.

### Development of Tire Bead Wire for the Automotive Industry

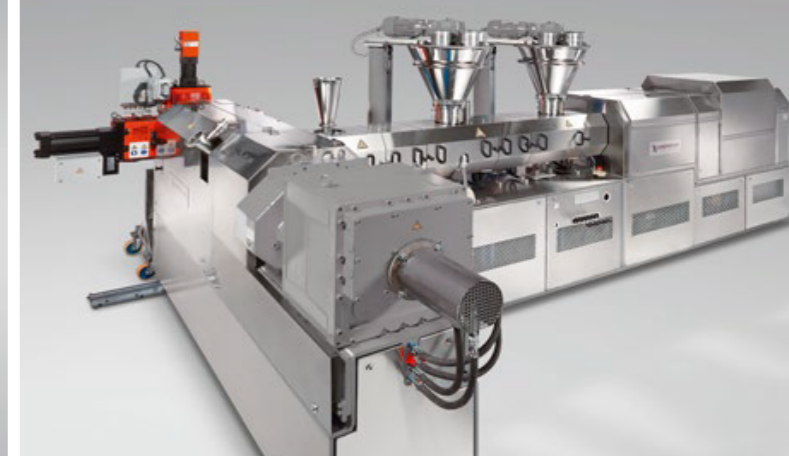
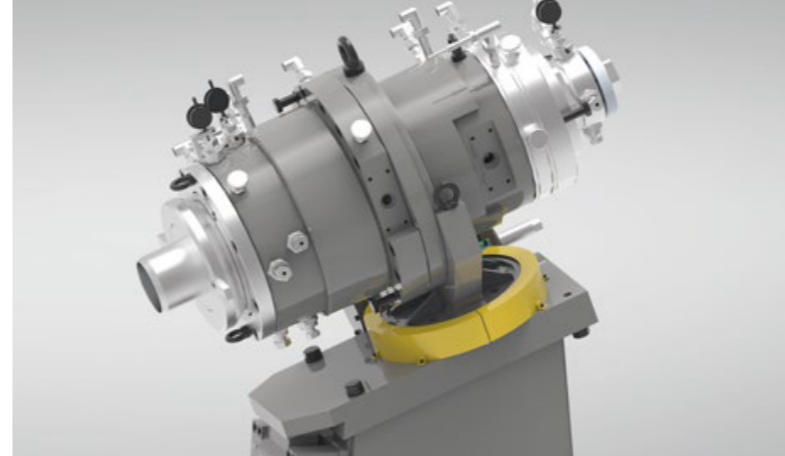
A key highlight of our exhibition will be the development of tire bead wire for the automotive industry. In collaboration with Kemtree International, we will showcase our product range that meets the stringent demands of this challenging sector. Our products help enhance the safety, efficiency, and longevity of vehicles. Leading wire drawing companies for tire bead wire are already using our products.

Partnership with Kemtree International  
Kemtree International ([www.kemtree.in](http://www.kemtree.in)) is a trusted partner with extensive market knowledge and a strong distribution network in India. Together, we aim to expand our presence in the Indian market and make our products accessible to a wider audience. We are confident that this partnership will significantly contribute to the success of our exhibition and strengthen our market position.

We warmly invite all interested parties to visit us at wire India 2024. Experience our innovative products firsthand and learn about the latest developments in the industry. Our booth provides an ideal opportunity to engage with our experts and discover more about our sustainable and efficient solutions.

## Hall 1 Booth L71

[www.traxit.com](http://www.traxit.com)



# August Strecker

## AUGUST STRECKER GmbH & Co. KG Unveils Latest Technologies at wire India 2024

AUGUST STRECKER GmbH & Co. KG has been producing high-quality buttwelding equipment for the wire and cable industry since 1933, serving both the ferrous and non-ferrous sectors. STRECKER is the first point of contact for customized solutions in welding technology. The products enjoy an excellent reputation for their quality and reliability and are used not only in Germany but in more than 110 countries worldwide.

We invite you to visit us at wire India, Hall 3, Booth 107, where we will be showcasing our Type SE1 for welding stranded conductors, Type 2a for welding ferrous and non-ferrous rod, and our latest development, the Type LP10 brazing gun for brazing flat copper conductors (e.g., CTC conductors).

## Hall 3 Booth 107

[www.strecker.de](http://www.strecker.de)



# AESA Cortaillod

## AESA Cortaillod Strengthens its First Level Service Support in India

Sci-Mach Industrial and AESA Cortaillod have teamed up to offer First Level Service Support in the Indian region for all AESA measurement equipment, now providing joint calibration and maintenance services in the most efficient way. In addition, AESA now also calibrates third-party Automatic LAN Cable Testing Systems.

With this First Level Service Support, companies using AESA Cortaillod equipment in India can be assured of receiving the highest level of service around the clock.

Explore AESA's innovative solutions and discover how their technology can help achieve higher yields and better sustainability at wire India.

## Hall 1 Booth K59

[www.aesa-cortaillod.com](http://www.aesa-cortaillod.com)

# Troester

## TROESTER Group Exhibits at wire India 2024

TROESTER GmbH & Co. KG, a global leader in manufacturing complete extrusion systems for the cable industry, will be showcasing at wire India 2024. TROESTER's offerings include CV Lines for XLPE and rubber cables, silicone insulation lines, sheathing and insulation lines, and a comprehensive range of downstream equipment such as winders, caterpillars, capstans, and accumulators.

At wire India 2024, TROESTER will present the latest information and developments in the following areas:

- CCV and VCV Lines for MV, HV, and EHV cables up to 1000 kV
- Rubber CV and CCV Lines up to 72 kV
- Insulation and Sheathing Systems\*\*
- CV Tubes and Components, including the variable Endseal TRENDSEAL
- Silicone Insulation Lines with TRIOX ovens
- Production Equipment for Submarine Cables

The Compounding Division of TROESTER (X-Compound) specializes in complete compounding systems, covering conveying, melting, dispersing, mixing, and degassing. At wire India 2024 they will showcase their Kneader Technology for continuous compounding of HFFR (LSOH), PVC, XLPE, semiconductive materials, and EPR/EPDM.

TROESTER is also pleased to introduce TROESTER India, founded in 2021, which has quickly expanded to over 10 dedicated service employees, with further growth planned. This includes four specialists focused on cable and compound equipment. Soon, TROESTER India will also manage spare parts sales for cable equipment directly, enhancing response time and service quality.

The TROESTER Group warmly invites visitors to discuss their requirements and learn about new developments in CV technology and market trends.

## Hall 1 Booth B39

[www.troester.de](http://www.troester.de)

# RichardsApex

## RichardsApex Celebrates 120 Years of Excellence in Lubricant Manufacturing with Launch of Cutting-Edge RA400

RichardsApex, a distinguished global leader in lubricant solutions, proudly marks 120 years of industry innovation and excellence. Renowned for its top-tier lubricants tailored for wire drawing and hot rolling applications, RichardsApex continues to set the standard in the lubricant sector with its advanced product offerings and unparalleled technical expertise.

Specialising in semi-synthetic and synthetic lubrication compounds, RichardsApex provides essential solutions for both non-ferrous (including copper, aluminium, and brass) and ferrous wire drawing. The company's comprehensive product line also includes protective coatings, cleaners, corrosion inhibitors, and oil-based lubricants suitable for all non-ferrous and ferrous alloys in wire and rod rolling applications.

A leader in the Indian market, RichardsApex supplies over 95% of the lubricants and protective coatings for copper wire rod manufacturing, including its flagship SK series,

HRAL, and CC40 products. This dominant market presence underscores RichardsApex's deep understanding and technical prowess in rod and wire production, marking it as a core competitive advantage.

In response to the evolving needs of today's high-efficiency machinery, RichardsApex is dedicated to exceeding customer expectations through cutting-edge technology. The company's latest innovation, RA400, exemplifies this commitment. Developed through extensive research and rigorous on-site testing, RA400 is a modern, water-soluble copper wire drawing lubricant designed to meet the demanding requirements of a global customer base.

RA400 features advanced friction modifiers tailored for contemporary machinery, dies, and operational speeds, while offering lower lubricant consumption compared to competing products. This ultra-modern lubricant generates a stable, low-foaming emulsion that minimizes copper soap formation, enhances tank life, and improves wire drawing performance with fewer breaks per ton of wire produced. Suitable for copper, copper-plated alloys, and EC aluminium, RA400 excels in rod breakdown, single and multi-wire machines, and inline annealing

processes. RA400 has rapidly become RichardsApex's fastest-growing wire drawing lubricant, reflecting its global success and widespread market appeal.

With a robust global sales network and over 120 years of history, RichardsApex provides exceptional on-site support and technical sales assistance worldwide. This network enables RichardsApex to help clients enhance productivity, improve quality, and reduce manufacturing costs effectively.

For more than 60 years, RichardsApex has proudly served the Indian market, maintaining a strong presence with dedicated employees and product representatives. The company's service philosophy remains central to its global success in wire drawing, copper tube production, and rod rolling markets. RichardsApex remains steadfast in its commitment to delivering products and services that foster long-term relationships with both Indian and international customers.

## Hall 1 Booth L47

[www.richardsapex.com](http://www.richardsapex.com)





**MMH 121 + RM 201 type multiwire drawing line**

# Niehoff

## High-Quality Multiwire Drawing Equipment: Niehoff at wire India 2024

Maschinenfabrik Niehoff and its subsidiary, Niehoff of India (NoI), will exhibit at the wire India 2024 trade fair at Hall 1, Booth 107. On display will be an MMH 121 + RM 201 type multiwire drawing line.

The MMH 121 multiwire drawing machine on display was built by Niehoff in Schwabach and is combined with an RM 201 type resistance annealer built by NoI under Niehoff license. The drawing machine is designed to draw 32 wires on two levels simultaneously. Some key features of the line include its compact design, high productivity, and low wire break rate.

The RM 201 type resistance annealer uses the field-proven 2/3 zone annealing process, which can be selected with or without wire reheating. The results are optimal wire drying and economical energy use for larger wire sizes.

The line is designed for copper wires and is operated via the standardized NMI (NIEHOFF Machine Interface), a network-compatible touchscreen that enables easy, intuitive operation.

The machine's intelligent technology allows for the measurement, storage, and use of machine data, production data, and process data in accordance with Industry 4.0 standards. Wires drawn on this line exhibit highly homogeneous characteristics and narrowly tolerated properties along their entire length. These wires can be processed into multiwire bundles with outstanding qualities and are ideally suited for final applications or downstream processing into high-quality strands or braids.

- Technical Data: MMH 121
- Max. production speed: 35 m/s
  - Wire inlet diameter: 2.00 or 1.80 mm\*
  - Wire finished diameter: 0.16 ... 0.50 mm
  - Max. number of wires: 32
  - Number of wire drafts: 22
  - \*Cu hard

**Hall 1 Booth 107**  
[www.niehoff.de](http://www.niehoff.de)

# Hans Schmidt

## Discover the Latest in Tension Measurement Technology with Hans Schmidt & Co. GmbH at wire India 2024

Hans Schmidt & Co. GmbH, a renowned name in precision tension measurement, has been at the forefront of the industry for over 75 years. This year, at wire India 2024, the company is set to present a range of cutting-edge innovations designed to meet the evolving needs of production and process engineering professionals.

With a global footprint and over 180,000 tension meters in use worldwide, Hans Schmidt has established itself as a trusted partner in production monitoring and quality control. The company boasts the largest selection of tension meters on the market, offering both mechanical and electronic models tailored to a variety of applications.

One of the highlights at this year's exhibition will be the newly updated DT series of hand-held tension meters. Featuring an intuitive, easy-to-read display with multiple viewing modes, this series is equipped with a unique force-reduced material catching system and allows users to calibrate the device for specific materials directly on the display.

In addition, Hans Schmidt will introduce the enhanced FS series of online tension sensors, now incorporating digital signal processing technology for superior accuracy and seamless connectivity. The company will also showcase the new MZ series, specifically designed for environments with limited space, such as stranding machines, offering a compact design and adaptable guide rollers.

Make sure to visit Hans Schmidt & Co. GmbH at wire India 2024, Hall 1 Booth J51 (German Pavilion), to experience these state-of-the-art solutions firsthand and discover how they can elevate your production processes.

**Hall 1 Booth J51**  
[www.hans-schmidt.com](http://www.hans-schmidt.com)

# Metalube

## Metalube to Expand Horizons at wire India 2024 in Mumbai

Following its participation in wire China, UK-based industrial lubricant manufacturer, Metalube, will continue its international outreach by exhibiting at wire India 2024 in Mumbai this November. This event is a pivotal gathering for the rapidly growing wire and tube sectors in India, offering Metalube a significant opportunity to tap into one of the fastest-growing industrial regions globally.

wire India is crucial for Metalube as the company aims to further establish its presence in the Indian market. With a dedicated team and robust operations in the region, Metalube India is well-prepared to meet the rising demands for industrial lubricants, delivering high-quality products and tailored solutions to the unique needs of the Indian market.

- Team Metalube at wire India 2024:
- Andy Lewis, Commercial Manager Wire & Tube
  - Amit Gupte, General Manager India

**Hall 1 Booth L79**  
[www.metalube.co.uk](http://www.metalube.co.uk)

# Sket

## SKET: German Engineering Excellence – Premier Stranding Solutions from Magdeburg

The newly developed SKET CENTRAL STRANDER "MKZ" offers customers cutting-edge technology that sets a new global benchmark. The MKZT/S Central Strander series has revolutionized the production of overhead lines, delivering unprecedented standards across all designs. With stranding cage speeds reaching up to 500 rpm and a pay-off bobbin capacity of approximately 510 kg—around three times the previous standard—these machines provide productivity benefits that were once unimaginable. Depending on the specific requirements of the application, the stranding units are equipped with either mechanically or pneumatically controlled flyer systems, guaranteeing top-tier product quality. Having successfully delivered over 100 of these central stranders to customers worldwide, SKET's reputation for reliability and customer satisfaction is well established.

SKET's central strander technology is specifically designed for high production rates, consistent wire products, and minimal adjustments in wire size, ensuring superior quality with every output.

In addition to the MKZ range, the 245 series have been introduced as a versatile option within the portfolio, particularly suited for aluminum and overhead cable

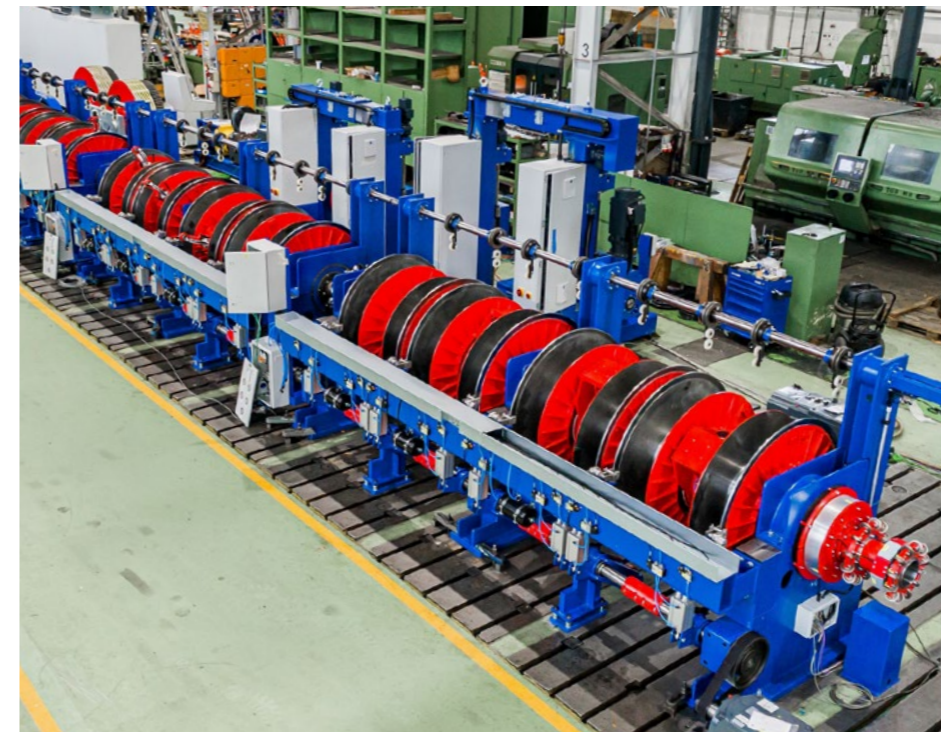
constructions. The "245" stands out not only for its applicability to aluminum wire stranding but also for its impressive capacity—a filling mass of up to 550 kilograms of aluminum, equating to about 245 liters per spool. To put this into perspective, a standard 630 DIN spool holds only about 40% of this volume, which translates to significantly longer stranding operations without interruptions compared to traditional stranding machines like rigid stranders.

The "245" MKZ is equipped with an advanced wire guide system and various spool braking options that set new industry standards. Operating at high speeds, this machine is optimized for cost-effectiveness without sacrificing quality. Moreover, the availability of a "Twin" version of the machine—allowing for simultaneous stranding and loading—minimizes downtime and significantly boosts productivity.

This focus on economical operation is a hallmark of all MKZ machine sizes. Companies that have adopted these machines not only report enhanced efficiency but also benefit from reduced foundation requirements, significant energy savings, and lower maintenance demands.

SKET Verseilmashinenbau GmbH looks forward to welcoming you at wire India between 27th - 29th November 2024.

**Hall 1 Booth L48**  
[www.sketvmb.com](http://www.sketvmb.com)



# TKT

## TKT Group to Unveil Exciting Innovations at wire India 2024

TECNOVO and KONER, the renowned manufacturing companies under the TKT Group, are thrilled to confirm their participation at wire India 2024, taking place from November 27th to 29th. The TKT Group will be presenting at their exclusive booth, highlighting a selection of their most recent advancements in wire and cable manufacturing technologies.

The following innovations will be showcased at wire India:

**High-Performance Wire Drawing Lubricants:** These new lubricants, designed for both dry and wet wire drawing, are eco-friendly, free from dust and borax, withstand very high temperatures, and provide excellent lubrication.

**State-of-the-Art Press Machine:** Introduced at the KONER plant in late 2023, this automatic press machine with a 120-ton pressing force is designed to produce hard metal products with diameters up to 120mm.

**Cutting-Edge Drawing Dies:** TKT Group continues to advance with the production of various drawing dies and custom parts, using micro-grains that offer zero porosity and higher density and hardness, without compromising toughness.

**Upgraded D-lab Instrument:** The popular D-lab tool, known for measuring the diameter and ovality of dies, now features a larger touch screen, enhancing usability for operators after its international success.

**Efficient Butt Welder Machine:** A new butt welder machine that is easy to operate, reducing welding process time significantly by combining welding and annealing in one efficient operation, thereby increasing productivity and savings. **Superior Wiping Pads for Galvanizing:** These high-performing wiping pads, designed with special coatings and lubrication, are adaptable for various applications and meet diverse customer needs.

**Comprehensive Wire Cleaning Solutions:** Offering both chemical and mechanical integrated solutions for the effective cleaning of wire and wire rod.

TKT Group looks forward to welcoming visitors to their booth at wire India 2024, where they will be available to discuss these cutting-edge products and how they can benefit your operations.

**Hall 1 Booth F47**  
[www.tktgroup.it](http://www.tktgroup.it)



# CRU: Will new HV and EHV subsea cable capacities meet global demand?

Since the beginning of 2024, a number of major HV & EHV subsea cable capacity newbuilds and expansion announcements have been made.

Most of these will be located in the UK, the US, South Korea and China. Amid the global uptick in offshore wind farms and subsea interconnectors, the question arises – will this fresh wave of capacity meet the growing demand or will it flood certain regions with excess capacity?

We have investigated this intriguing question using consumption data from our HV and EHV Cables Market Outlook, and the latest information on subsea cable capacity planned and under construction from 2023 out to 2030. We have divided the data into MV & HV subsea cables and EHV subsea cables.

MV & HV subsea cable refers to voltages of usually around 33 kV for array cables for MV and >37.5 kV and up to ≤245 kV for HV, with most of the units using catenary continuous vulcanisation (CCV) technology. EHV cable in this report is from >245kV onwards and production at these plants is usually via vertical continuous vulcanisation (VCV) technology.

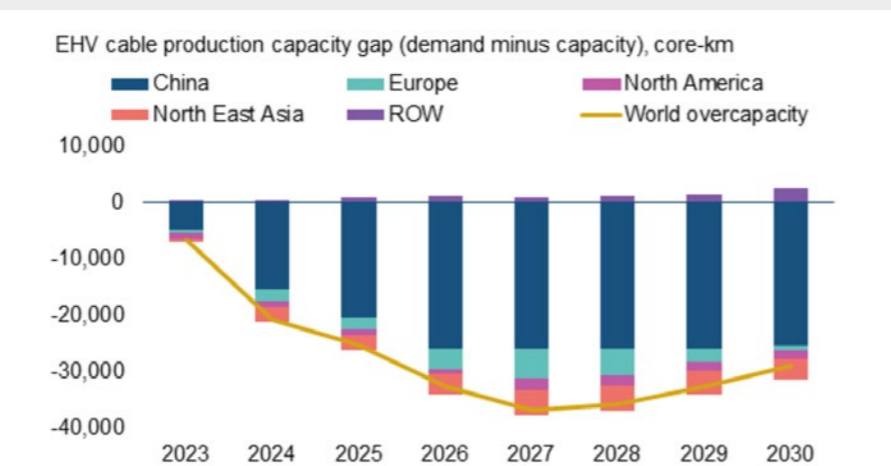
It is common to install two VCV lines per tower, while certain towers at the newest units in China can accommodate up to eight VCV lines per tower, which can increase EHV cable production at each plant substantially. However, it has to be noted that in China some producers frequently use VCV towers designed for subsea EHV cable production to make HV cable, both for subsea and land use.

The analysis below is on the basis that all subsea HV & EHV capacity expansions and new plant announcements will come to fruition. This includes new units announced by XLCC in Port Talbot, Wales, Rise Light & Power and Delaware River Partners (DRP) in New York, which might not be built due to various uncertainties.

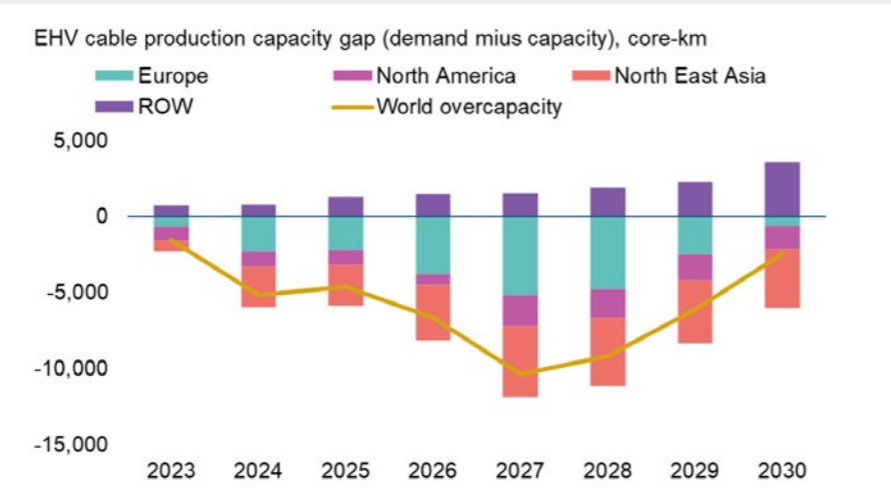
### EHV subsea cable capacity will notably expand from 2024 to 2026

What we have discovered is that globally EHV subsea cable overcapacity will peak in 2027 and remain high until 2030. The main reason for this is that China is adding a huge amount of capacity between 2024

EHV cable overcapacity by region including China between 2023–2030



EHV cable overcapacity by region excluding China between 2023–2030



and 2026, while domestic demand over that period is expected to be lacklustre but pick up again from 2027 onward. If we were to remove China from the picture, global overcapacity would still peak in 2027, but reduce substantially toward 2030.

Overcapacity will reach new highs in 2027 for Europe, North America and Northeast Asia as producers complete expansions and new builds. In Europe, overcapacity will normalise towards 2030 mainly because a significant amount of capacity will come onstream in 2024, 2026 and 2027, but will be met with a surge of demand between 2026 and 2030.

The situation is similar in North America, where overcapacity in 2027 will be offset

to some degree by a surge of demand, particularly from offshore wind; while Northeast Asia will see a large increase in capacity between 2024–2027, which will be offset by strong demand from 2027 onwards.

### China tips MV & HV cable into overcapacity from 2024

For MV & HV cable, global overcapacity will also peak in 2027, driven predominantly by China, but also Northeast Asia. However, from 2028 overcapacity will drop off substantially, nearing 2023 levels. If we remove China from the picture, the situation could not be more different, with a trivial amount of overcapacity in 2027, mainly due to startups in Europe, North America and

Northeast Asia, which will be significantly reversed the following year.

With or without China, what is noticeable is that in 2029 and 2030, Europe and the Rest of World (ROW) region will be short of cable. Demand in the ROW region during that period will come predominately from India and Southeast Asia, Australasia and Africa.

### Are producers' expansion and new build strategies correct?

When we examine where capacity is being added and which producers are involved, it becomes evident that the correct strategy is being implemented. Notably, Northeast Asian producers such as South Korea's LS Cable & System and Japan's Sumitomo Electric Industries (SEI) have recently announced plans to establish EHV subsea cable plants in the UK. These plants will primarily produce cables for major projects that require EHV DC technology, connecting the UK's islands or other European countries like Iceland. China's Ningbo Orient has also taken the opportunity to invest in the UK by signing a technology agreement with HV & EHV cable industry disruptor XLCC. The output from this unit is linked to the UK to Morocco EHV DC interconnector.

As we have seen, the Northeast Asia and Asia Pacific region will be well supplied by Chinese, South Korean and Japanese producers, but Europe will require both HV and EHV cables – particularly towards the end of the forecast horizon – and this is when the plants from SEI (2026), LS Cable (2027) and XLCC (2028–30) will come onstream according to CRU's estimates.

Likewise in the US, new capacity is needed to cater to the burgeoning offshore wind industry, as seen by recent announcements by LS Cable to set up a unit there. Similarly, there are plans by Greece's Hellenic Cables for an array cable unit at Wagner's Point, Maryland; and the construction of a HV and EHV cable unit at Brayton Point, Massachusetts by Italy's Prysmian. During the latter part of our forecast period, we anticipate overcapacity in North America to be absorbed by demand from South America (part of the RoW region in the charts), where offshore wind projects are under consideration in Brazil and Colombia.

Since Europe will be out of the overcapacity phase for MV & HV subsea cable from 2029 and will see reduced overcapacity for EHV subsea cable also in 2029, it is likely that the trend for Asian producers offering cables into Europe will increase. LS Cable, ZTT, Ningbo Orient and SEI for instance are increasingly involved in European subsea cable projects, with many of these won over 2023. LS Cable has been the most prolific with the most recent award being by Belgium's Elia to connect the manmade Port Elisabeth Island with an offshore wind farm.

Ningbo Orient Cables was also awarded the contract to supply 33 kV cables for the UK's Pentland Firth interconnector and 275 kV export cables; as well as 66 kV array cables for Poland's Baltica 2 OWF with ZTT.

### How about China?

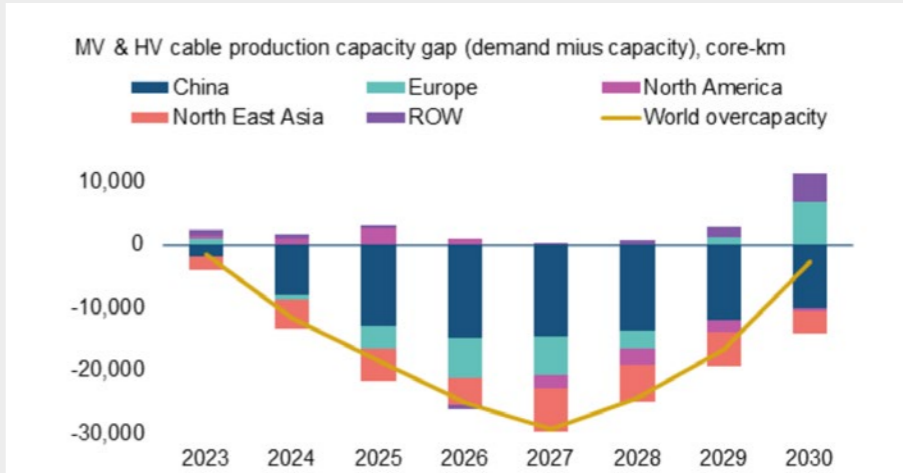
The overcapacity for both EHV and MV & HV subsea cables in China cannot be ignored. However, in China the picture might be somewhat blurred as some producers are using subsea cable lines to make land cables. Additionally, it is understood that authorities have almost stopped approving new HV and EHV land cable plants. CRU anticipates this could make it likely for producers to eventually use the new subsea HV and EHV cable plants to make land cables due to limited domestic demand, and the subsea cable overcapacity situation. It is likely that in future there will be consolidation among Chinese producers and streamlining of production.

In Europe and the US, the need for governments to fulfil their environmental and energy security targets and obligations, while at the same time ensuring low energy prices for consumers, is likely to make it difficult for locally based producers to fully control the market. However, the high level of technological expertise for making EHV cables, particularly for interconnectors, could result in the tightening of investment screening mechanisms and the blocking of foreign takeovers of European or US companies.

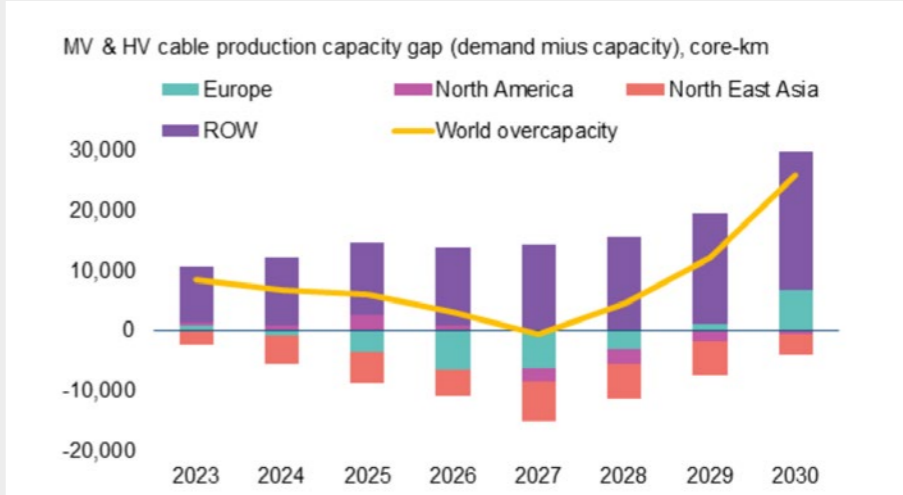
Emerging markets could also provide a wildcard for future offshore wind and interconnector demand. There are many that have yet to fully develop, particularly in Southeast Asia, South Asia, Australasia and South America; and these could potentially provide valuable opportunities for cable producers in countries with overcapacity.

[www.crugroup.com](http://www.crugroup.com)  
Article written by Natalie Noor-Drugan (Principal Analyst) & Chenfei Wang (Head of Wire & Cable)

MV & HV cable overcapacity by region including China between 2023–2030



MV & HV cable overcapacity by region excluding China between 2023–2030





# Global Shifts and Political Change: The Impact on the Wire and Cable Industry's Future in a Decarbonizing World

On the morning of Friday, July 5th, the UK woke to the news that Labour had won a landslide victory at the General Election. Has this filled the business world with excitement and optimism, or apprehension at what lies ahead? And where should the new government's priorities lie as industries like wire and cable brace for the impact of both domestic political changes and significant global shifts?

## A Complex Environment for the Wire and Cable Industry

After 14 years of Conservative governance, the UK political landscape has dramatically shifted, with Sir Keir Starmer's Labour Party winning a landslide victory on July 5. This historic win also saw Rachel Reeves, a former Bank of England economist, appointed as the UK's first female Chancellor of the Exchequer. While businesses across the UK grapple with the implications of this political change, industries like the wire and cable industry find themselves at the intersection of both domestic reforms and broader global political dynamics.

In Europe, a rise in right-leaning governments in countries such as Netherlands, Italy and Hungary contrasts sharply with the UK's new left-leaning administration. Meanwhile, the United States is pursuing aggressive decarbonization goals, exemplified by initiatives like Electrifying America, which have significant implications for the global wire and cable market. The energy crisis across Europe, coupled with ongoing geopolitical tensions, adds another layer of complexity to the future of large-scale infrastructure projects.

These global political shifts will shape major international projects such as XLinks, which seeks to deliver renewable energy from Morocco to the UK. The outcome of these efforts will depend on how governments across the world navigate their political landscapes and prioritize cross-border collaborations for sustainable energy. As the wire and cable industry positions itself as a key player in these transitions, the Labour government's approach to balancing fiscal prudence with infrastructure investment will be closely watched.

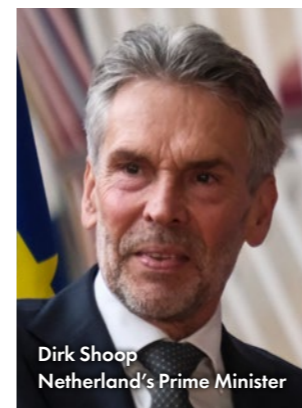
## Economic Strategy and Industry Impact

In the UK the new Chancellor of the Exchequer Reeves' cautious fiscal policies are designed to balance business interests with Labour's commitment to improving public services. For example, she has already made headlines for rejecting a cap on bankers' bonuses, signalling that Labour is keen to maintain London's competitive edge in global finance. At the same time, she remains committed to green investment, with plans for long-term spending on renewable energy projects and infrastructure improvements. These policies will be crucial for the wire and cable industry, which is deeply intertwined with the global shift towards electrification and decarbonization.

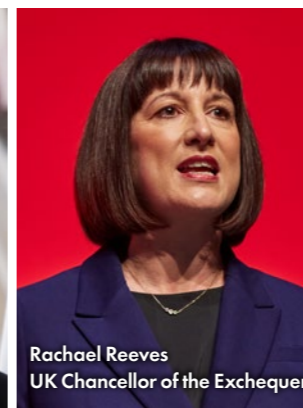
However, tensions within Labour regarding the pace and scale of green investments could lead to slower implementation of some large-scale projects. The wire and cable industry must be prepared to navigate these uncertainties, especially as Labour's cautious fiscal approach could mean that immediate, aggressive spending on infrastructure may not materialize as quickly as some sectors hope.



Keir Starmer, the new Prime Minister of the United Kingdom



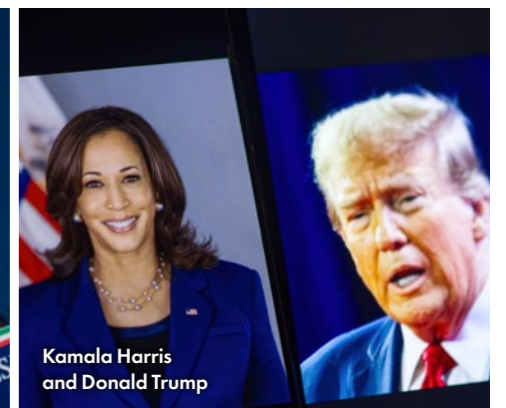
Dirk Shoop  
Netherlands' Prime Minister



Rachael Reeves  
UK Chancellor of the Exchequer



Giorgia Meloni  
Italy's Prime Minister



Kamala Harris  
and Donald Trump



## Global Context and Major Infrastructure Projects

Internationally, the UK's political shifts stand in contrast to trends in Europe, where several countries have moved towards right-leaning governments. Despite these political divergences, the UK's commitment to green energy and major infrastructure projects remains a focal point.

Across the Atlantic, the future of the "Electrifying America" campaign—driven by the Biden administration's ambitious goals for electric vehicles (EVs) and clean energy infrastructure—hangs in the balance. If Donald Trump wins the 2024 U.S. presidential election, many of these initiatives could be reversed or severely curtailed. Trump's intention to roll back the Inflation Reduction Act (IRA) and other federal climate policies would likely slow the expansion of the EV charging network and reduce the incentives for both consumers and automakers to embrace electrification. This shift could have a significant impact on the global wire and cable industry, which

is closely tied to the development of EV infrastructure and the modernization of power grids.

While some automakers, like Tesla and Rivian, may continue their electrification efforts regardless of federal policies, others may delay or scale back investments in EV production if regulatory pressure is reduced and financial incentives are weakened. This could slow the pace of electrification in the U.S., ultimately affecting demand for key components supplied by the wire and cable industry.

## The Future of the Wire and Cable Industry Under Labour

As the Labour government settles in, businesses in the wire and cable industry will be closely watching for concrete actions in infrastructure investment, regulatory reform, and support for sustainable technologies. While Reeves has already pledged to lead a pro-growth Treasury, her cautious approach may temper expectations for rapid spending increases. Nevertheless, the wire and cable sector remains integral to

the global energy transition, and its success will be tied to Labour's ability to balance fiscal prudence with the need for significant investments in decarbonization projects. Globally, the political and economic landscape remains complex, with rising tensions between major powers and ongoing energy crises in Europe. These factors will continue to influence the trajectory of large-scale infrastructure projects, and the wire and cable industry must remain adaptable to these changing conditions. Whether through governmental support for new technologies or increased demand for grid modernization, the sector is at the heart of the global shift towards a cleaner, more sustainable energy future.

As the new Labour government navigates its early days in office, its policies will undoubtedly shape the future of industries critical to the global energy transition. For the wire and cable industry, this means staying vigilant, as opportunities for growth will be driven by both domestic policy shifts and the evolving international landscape.





## Metalflow Alliance Expands Its Global Presence with Saudi Arabia Trade Fairs

### Leading the Future of Metalworking and Metallurgy in the Heart of the Middle East

#### Metalflow Alliance to Debut in Saudi Arabia

At the core of the Metalflow Alliance's participation are industry-leading events such as wire, Tube, Valve World Expo, and GMTN. These events have long been recognized as the top trade fairs for professionals in the metallurgy and metalworking sectors. By bringing these events to Saudi Arabia, the Alliance aims to introduce the latest technologies and innovations, fostering growth and collaboration within the region.

#### Saudi Arabia: A Hub for Monumental Development

Saudi Arabia, driven by Vision 2030, is undergoing a transformative period characterized by large-scale infrastructure and industrial development projects. The nation's strategic location, bridging continents, combined with robust economic growth and increased openness to international business, makes it an ideal host for the Metalflow Alliance's trade fairs.

This expansion offers global industry leaders an unparalleled opportunity to explore investment potential and business opportunities in one of the Middle East's most promising markets. Participants will have the chance to showcase their portfolios in an environment surrounded by the leading trade fairs for metal and flow technology.

#### Key Economic Sectors: A Diversified Growth

As Saudi Arabia diversifies its economy beyond the oil sector, key areas such as petrochemicals, mining and metals, and construction and real estate are emerging as pivotal industries. The Metalflow Alliance's events will spotlight these sectors, emphasizing their roles in the nation's industrial diversification and growth.

**1. Oil and Gas Sector:** Saudi Arabia remains one of the world's largest producers and exporters of oil, continuing to play a critical role in the global energy market.

**2. Petrochemical Industry:** The country's thriving petrochemical sector, derived from crude oil processing, is central to its industrial diversification efforts.

**3. Mining and Metals:** With rich mineral resources like phosphate and bauxite, Saudi Arabia is bolstering its metal processing and production capabilities.

**4. Construction and Real Estate:** Extensive infrastructure projects reflect Saudi Arabia's commitment to modernization, including the development of housing, roads, airports, and other critical infrastructure.

A Premier Platform for Industry Professionals The Metal & Steel Saudi Arabia trade fair, along with other key events like the Saudi Projects exhibition, will provide an essential platform for industry professionals to explore the latest innovations, technologies, and trends. These events are designed to foster

valuable connections and collaborations in one of the fastest-growing industrial markets in the Middle East.

#### Partnership with AGEx

The Metalflow Alliance has partnered with Arabian German Exhibitions & Publishing Ltd. (AGEx), a leader in organizing large-scale industrial events in the region. AGEx brings over 8 years of experience in hosting the biggest industrial event in Saudi Arabia, "Fabex - Metal and Steel," and the most important construction event in Egypt, "Egypt Projects."

#### Event Venue: ROSHN Front Exhibition & Convention Center

The ROSHN Front Exhibition & Convention Center in Riyadh, a premier event venue equipped with the latest technology and designed for versatility, will host these landmark events. The center's strategic location and state-of-the-art facilities ensure a superior experience for all participants. Join us in Saudi Arabia to connect, innovate, and succeed in one of the most dynamic industrial markets in the world.

#### Contact information for exhibitors:

**Ms. Sarah Liehsem**  
Phone: +49 211 45 60 7760  
Email: LiehsemS@messe-duesseldorf.de

**Ms. Aylin Çelik**  
Phone: +49 211 45 60 7769  
Email: CelikA@messe-duesseldorf.de

# How to Master Your Emails and Avoid Being a Slave to Your Inbox

Written by Sam Flynn



**The introduction of email communication marked a revolution in how businesses communicate both internally and externally. But this comes at a cost. And that cost is...TIME!**

The average office worker receives 121 emails every single day and spends between 2 and 3.5 hours of their working day answering emails. This takes time away from other important tasks and can lead to overwhelm and stress.

Email checking can become a habit and a form of procrastination. Constant email checking and responding can also lead to others expecting that immediate response. The quicker we reply, the quicker the recipient expects future replies.

The dawn of the smartphone and the ability to check emails on the go has also led to an increase in time spent on emails. According to Statista, only 24% of employees report never checking their emails outside of working hours, leaving a whopping 76% who do.

This lack of switch off time can increase stress and burnout, lower performance and productivity, and lead to higher levels of absenteeism.

So, how can you get a better grip of your email management?

#### 1. Turn Off Emails Notifications

You don't need to be instantly aware of new emails coming into your inbox. Receiving an email notification will distract you from your task and make you more likely to head to your inbox to respond to the email.

#### 2. Set Inbox Time

Instead, try setting times of day that you go into your inbox to respond to emails. For example, if you check emails at 10am, 1pm and 4pm daily, you will have chance to respond to all queries through the working day without spending too much time in your inbox.

#### 3. Go Offline

You can take your email inbox offline, which will allow you to access previously received emails without new emails coming into your inbox. This will also allow you to write emails, which will sit in your outbox until you take your inbox back online.

#### 4. Delay Email Delivery

If you work flexible hours, but don't want people to respond instantly to the emails you send, you can schedule their delivery for a later time.

#### 5. Unsubscribe

Our email address can be used in so many different places that, over time, our inbox can fill with newsletters and sales emails that we never read. Unsubscribe from any regular emails that you don't read to avoid your inbox becoming too cluttered.

#### 6. Use Folders

To avoid email inbox overwhelm, move emails in to folders to organise them. One folder could be titled 'To Action', so that you don't lose tasks in your inbox.

#### 7. Send Fewer Emails

The less emails we send, the less we receive. Ask yourself whether the email you are about to send would be better communicated in-person or over the telephone to avoid the back and forth that comes with sending emails.

#### 8. Remove Emails from Your Smartphone

Make email a work time only task by removing your emails from your smartphone. This will help you avoid logging in to work emails outside of working hours.

#### 9. Ask Someone to Manage Your Inbox When On Leave

Don't be tempted to log in to emails on holiday to avoid the influx when you return. Ask a colleague to manage your emails for you when you are away. That way they can contact you if there is an emergency, and you can return from holiday to far fewer emails to action.

#### 10. Avoid Checking Your Emails First Thing

Your first action of the working day sets the tone for the rest of the day. Hold off checking your emails for the first hour and instead action your hardest task of the day. You can then start your day feeling far more productive and accomplished.

Pick at least two of the above tips to action and notice the difference it makes to the time you spend on email. It's time to stop being a slave to the inbox and take back control of your emails!

Sam Flynn is a digital culture and wellbeing trainer, coach, and speaker. She works with organisations to improve digital culture, performance, productivity, and wellbeing.

You can find out more about Sam and her workshops at [www.samflynn.co.uk](http://www.samflynn.co.uk)



## August Strecker: Enhancing Transformer Manufacturing with the LP10 Soldering Machine

For those in the transformer manufacturing industry, the latest advancements in soldering technology are worth noting. The LP10 soldering machine has been specifically designed to address the unique demands of high-voltage transformer production, offering a blend of precision, efficiency, and reliability.

The LP10 excels in soldering copper conductors, a crucial component in transformers, by ensuring a simple and repeatable operation. This is achieved through the integration of a positioning laser and temperature control via a pyrometer, which work together to maintain consistent quality.

A standout feature of the LP10 is its user-friendly control panel. Operators can adjust and monitor parameters in real-time,

ensuring that the set and actual values align perfectly. This capability not only enhances the quality of the soldering process but also provides comprehensive quality recording and parameterization, making the process transparent and easy to manage.

Incorporating the LP10 into your manufacturing process can lead to significant improvements in both efficiency and product quality. Its advanced features and ease of use make it an invaluable tool for those aiming to produce high-voltage transformers to the highest standards.

For more detailed information on the LP10 soldering machine please visit us online.

[www.strecker.de](http://www.strecker.de)



## Celebrating Six Decades of Excellence: Bangkok Cable's 60th Anniversary



**This year marks a monumental milestone for Bangkok Cable as we celebrate 60 years of pioneering advancements in the cable industry.**

Building upon the six-decade legacy of our esteemed founders, Mr. Sompong and Ms. Tipa Nakornsri, Bangkok Cable continues to advance with relentless dedication to the values they instilled: sincerity, integrity, and an unwavering commitment to our customers.

As a young engineer at the Metropolitan Electricity Authority (MEA), Sompong

Nakornsri saw an opportunity that others overlooked. In the 1960s, Thailand's transition from a 110-volt to a 220-volt electrical system to meet growing energy demands required rewiring homes, which resulted in vast amounts of discarded electrical wires.

*"I realised that if we collected and remelted this scrap copper, we could create new wires instead of wasting it. This sparked the idea that a copper remelting plant would be a perfect place to start."*  
Sompong Nakornsri, Chairman

Seizing this opportunity, Sompong worked tirelessly, saved diligently, and eventually amassed enough to establish the copper production factory, Bangkok Cable Co., Ltd., in 1964. In its early years, the company focused on producing power cables to meet the growing demands of the nation's expanding electrical grid. Through a relentless dedication to quality and innovation, Bangkok Cable quickly earned a reputation for reliability. The 1980s and 1990s saw the company diversify its product range, incorporating advanced technologies

to produce high-performance cables suitable for various applications.

Today, Bangkok Cable stands as Thailand's leading manufacturer of electric wires and cables, a testament to excellence in manufacturing. With three state-of-the-art production facilities and a workforce committed to driving quality standards and innovation, Bangkok Cable's wide portfolio, covering all major applications, represents the capabilities of the Thai people's drive and ambitions.

Bangkok Cable's 60-year journey is a narrative of sustainable growth, resilience, and forward-thinking. In this golden age of cables, the company aims to double its production capacity of medium voltage and extra-high voltage cables, reinforcing its leadership in the industry. As Bangkok Cable celebrates this significant anniversary, the company looks ahead with a renewed commitment to driving innovation and shaping a brighter, more connected future for Thailand, Southeast Asia, and beyond.

[www.bangkokcable.com](http://www.bangkokcable.com)

## iDEAL Expands: New Facility Marks Major Milestone in Welding Equipment Production

**iDEAL's new welding equipment facility is making significant progress!**

For over 100 years, iDEAL, founded in 1923, has been synonymous with innovation and quality in welding technology. As we celebrate this, we are also looking towards the future with the construction of our new factory building. The first pillars of this state-of-the-art facility are already visible, and we couldn't be more thrilled with how quickly everything is progressing.

This new building represents a significant milestone for our company and underscores our commitment to growth and innovation. It is designed to meet the highest standards of modern industry, incorporating the latest technologies and sustainable practices. The facility will provide our employees with an inspiring and productive work environment, featuring spacious work areas, advanced equipment, and enhanced safety measures. One of the most exciting aspects of this new development is the increase in our production capacity. With more space and improved infrastructure, we will be able to manufacture a greater volume of our high-quality welding machines. This expansion is crucial for meeting the growing demand from our global customer base. Our new facility will enable us to streamline our operations, reduce lead

times, and enhance the overall efficiency of our production processes.

Moreover, the new site will serve as a hub for innovation and collaboration. Our engineers will work on next generation welding technologies, continually improving our products, and introducing new solutions to meet the evolving needs of our customers.

Once the construction is complete, we look forward to welcoming visitors to tour our new facility and see firsthand the advancements that we are making. Regular updates on the progress of the construction will be shared through our website and social media channels, so stay tuned for more information.

At iDEAL, we believe in connecting worlds through our technology. Our new slogan, **"We connect worlds. Powerful, flexible, and efficient welding machines,"** reflects our dedication to creating solutions that bring people and industries together. This new facility is a testament to that vision, and we are eager to continue our mission of providing top-tier welding equipment to our customers around the world.

We look forward to sharing more exciting news with you soon!

[www.ideal-werk.com](http://www.ideal-werk.com)



## Expert Guidance from 231-Year-Old Wire Specialist Ormiston Wire Ltd

As a wire manufacturer with a proud history spanning 231 years, we have accumulated unparalleled experience in our field. Our expertise allows us to offer invaluable advice to organisations on selecting the right type of wire for their projects.

One of the tools we offer to assist in this process is the wire converter, a device designed to help you determine the most suitable wire for your specific needs. However, we understand that sometimes, a conversation with a specialist can provide clarity that emails simply cannot.

To better serve our clients, we've extended our office hours, and we are now available for calls from 7:00 am to 4:15 pm, Monday through Thursday. Please note that we operate on a four day work week, so our offices are closed on Fridays.

For expert advice and support, don't hesitate to reach out to us at any time - we look forward to assisting you with your wire-related needs!

[www.ormiston-wire.co.uk](http://www.ormiston-wire.co.uk)



## Offshore Stainless Supplies are now CBAM Compliant

Offshore Stainless Supplies, the UK manufacturer and stockholder of cold drawn bars and 1.4003 (3CR12) Stainless Steel sheet, have taken significant steps to ensure compliance with the EU's Carbon Border Adjustment Mechanism (CBAM) for sustainable and responsible exports to Europe.

CBAM is a policy instrument implemented by the European Union to address climate change. It aims to put a fair price on carbon emissions associated with the production of certain goods imported into the EU to ensure that the carbon price of imports is equivalent to the carbon price of domestic production, supporting the EU's climate objectives. Offshore Stainless Supplies recognise the

importance of reducing carbon emissions and promoting sustainable manufacturing practices. They are committed to creating high-quality products while minimising environmental impact through innovative practices and advanced technologies. Furthermore, the company's commitment to meeting the EU's regulatory standards for carbon emissions underscores their dedication to a Carbon Neutral journey.

Offshore Stainless Supplies recently partnered with Positive Planet, a company specialising in helping businesses simplify their pathways to NetZero. Together, they gathered data to accurately establish their carbon footprint, and by analysing and monitoring this data, the company has been



implementing initiatives to reduce energy consumption and operate efficiently. Additionally, Offshore Stainless Supplies have developed a comprehensive roadmap of initiatives to offset the energy required to run the business, with the ambitious goal of becoming a Carbon NetZero business before 2050.

With Offshore Stainless Supplies' extensive inventory of stainless steel, duplex, and nickel alloy grades, they already supply their products to more than 50 countries worldwide. And with their new CBAM compliance, the company is playing its part to decarbonise supply chains and promote a fair and sustainable global economy.

[www.offshor stainless.co.uk](http://www.offshor stainless.co.uk)

## SCGC: Protective Cover for High Voltage in Thailand

**High Voltage Transmission Lines have become an indispensable part of Thailand's electric energy infrastructure.**

Ensuring their stability and reliability by rigorously adhering to international standards is crucial. Continuous and uninterrupted power flow is a key indicator of robust economic stability, significantly boosting investor confidence across all sectors and actively promoting sustainable national development.

Power outages not only impact the economy but also affect the security and reliability of everyday life. Consequently, ensuring a stable and reliable electricity system is vital for the power distribution network. To achieve this, preventing disturbances in the power system is essential. One effective measure is the development and installation of a Protective Cover on High Voltage Electricity Posts. Notably, Thailand has already implemented and continuously uses

this technology to enhance the stability and reliability of its power infrastructure. In 2023, the Metropolitan Electricity Authority of Thailand (MEA) collaborated with Kim Power Company Limited to design a "Protective Cover" with unique and innovative features. For instance, the guard's smooth surface and precise size effectively prevent reptiles from causing disruptions. This design was rigorously tested through simulations in an Electronic Laboratory, and the results demonstrated its exceptional potential to prevent animal interference, particularly from reptiles.

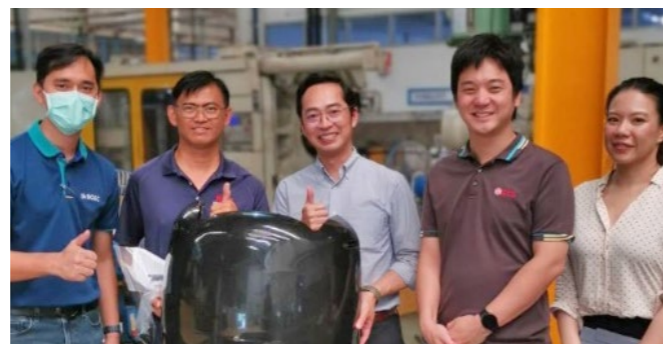
Moreover, the design incorporates materials with excellent weather resistance, making it ideal for outdoor installation in Thailand's hot and humid climate. This advanced guard protection not only boasts a long lifespan but also offers greater convenience and efficiency in installation, saving valuable time for workers. Notably, this cutting-edge innovation has already been registered as a patent.

In the second half of 2023, Protective Cover was further developed for commercial

use through a collaboration between HBC Telecom Company Limited and SCG Chemicals Public Company Limited. They enhanced this guard protection using high-efficiency polypropylene, a material known for its superior mechanical impact resistance, strength, productivity, and excellent surface appearance at high extrusion speeds. Due to the exceptional properties of SCGC's polypropylene, this snake guard protection has been extensively deployed across high-voltage areas throughout Thailand. Pictured above, The collaboration between HBC and SCGC to develop Snake Guard

SCGC is committed to developing chemical innovations that meet sustainability trends by collaborating with customers, manufacturers, and brand owners. This aims to enhance competitive capabilities with comprehensive innovations and solutions, aligning with environmental stewardship and circular economy principles. This approach drives the industry towards circular economy practices and sustainability.

[www.scgchemicals.com](http://www.scgchemicals.com)



## T. Fukase & Co., Ltd Introduce New Welding Machine for Copper Rods

T. Fukase & Co., Ltd., in partnership with its parent company, Hakusan Co., Ltd., will introduce a new welding machine for copper rods. As manufacturers of wire rod welding machines, they are set to unveil their latest model, which utilises heat pressure welding methods. These methods, known for their proven welding performance and durability, have been employed in Japan and internationally for over 50 years.

Hakusan has recently developed the new BFHA-10 model, which features fully automatic setting of welding conditions, thus eliminating errors, and reducing setup time. Additionally, this model incorporates a straightforward deburring mechanism. Hakusan has also launched an entry-level model. Both models are compatible with the existing BF-8 and BFH-10 model welding tips.

[www.fukase-eng.jp](http://www.fukase-eng.jp)



## AWI takes the lead with £10,000 Guide Dogs donation

**A kind-hearted Black Country manufacturer is helping people with sight loss with its biggest charity donation yet.**

Alloy Wire International (AWI), which supplies a range of 60 exotic alloys to over 6000 industrial customers globally, has given sight loss charity Guide Dogs £10,000 towards its wide range of services to support people living with a vision impairment.

Part of its 'Wired for Good' campaign, the value of the gift has seen the company name its own 'guide dog' puppy 'Allie', who is currently going through the training she needs before being placed with an individual.

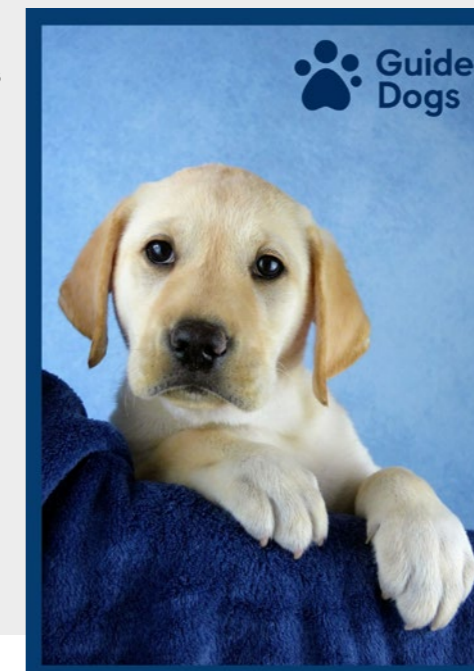
She will be one of 200 current working guide dog partnerships across the Black Country, Shropshire and Staffordshire.

Paul Chatterley, Sales Executive of Alloy Wire International, commented: *"We are very passionate about the communities we operate in and, as part of our commitment to helping people and good causes, we decided to choose Guide Dogs as our latest beneficiary."*

*"Sight is so important and something that we probably take for granted. The £10,000 donation - our largest yet - will help deliver with and without dog services to people with visual impairments in our region."*

He continued: *"This is life changing and allows individuals to live their best possible lives and contribute positively to society. Better still, we got to name our own puppy Allie (close to Alloy) and can follow her journey from training to working partnership. We'll also get to meet the little lady in person."*

Guide Dogs is the ninth beneficiary of the AWI 'Wired for Good' Campaign, which has now directed £50,000 to various good causes across the West Midlands.



These have included Fisher House, Sands, the baby loss charity, Mary Stevens Hospice, the Chris Westwood Charity for Children with Physical Disabilities, the Giving Hands Mission, Acorns Children's Hospice, and male mental health help group 'Tough Enough to Care'.

Councillor Karl Denning, Castle & Priory Ward at Dudley Metropolitan Borough Council, knows only too well the importance of AWI's latest donation.

*"Guide Dogs say they are life changing, I actually still say they are lifesaving. My guide dogs have enhanced my life so much and gave me back faith in my own abilities. I also gained a new best friend."*

Mary Conner, Community Fundraising Relationship Manager at Guide Dogs, concluded:

*"We're incredibly grateful to everyone from Alloy Wire International for its generous donation to Guide Dogs - thank you. As a charity we rely completely on donations and fundraising, so every penny we raise will help make a difference to people living with sight loss"*.

For further information, please visit [www.alloywire.com](http://www.alloywire.com) or [www.guidedogs.org.uk](http://www.guidedogs.org.uk)



# Inductotherm Group Announces Leadership Transition



Inductotherm Group, a global leader in thermal processing technologies, is announcing a significant leadership transition. After 15 years as CEO and 38 years with the company, Gary Doyon has stepped down from his role as CEO, effective July 1, 2024. This transition is part of Mr. Doyon's carefully planned succession strategy to ensure the continued growth and success of the Inductotherm Group.

Gary Doyon's tenure as CEO has been marked by his strategic vision, steadfast commitment to innovation, successful delivery of quality products, and a focus on process development and end to end customer care. Under his guidance, Inductotherm Group has expanded its global footprint, diversified its product offerings, and strengthened its position as a market leader. Although he is stepping down as CEO, Mr. Doyon will remain actively involved with the company. He will continue to serve as the only non-family member on the parent company Board, assisting

with specific operational needs of other businesses owned by the Rowan family and pursuing new business avenues and opportunities for the Inductotherm Group.

**"We greatly appreciate and thank Gary Doyon for his exceptional leadership over the past 15 years,"** said Virginia Rowan Smith, Chairman of Inductotherm Group. **"The Inductotherm Group is positioned for great things in the future based on its strength today. As we move forward with our succession plans, we are confident that the new leadership will continue to uphold the high standards and legacy that Gary has established."**

On July 1, 2024, Mick Nallen and Satyen Prabhu took over as Co Leaders of Inductotherm Group. This unique leadership arrangement is designed to leverage their complementary strengths and experiences. Together, they bring a wealth of knowledge and a fresh perspective to the company, positioning Inductotherm Group for a stable, profitable, and exciting future.

**"We are pleased to announce that Mick Nallen and Satyen Prabhu have been selected to be Co-Leaders,"** added Virginia Rowan Smith. **"This management strategy fits perfectly with the fact that our business is large, growing fast, and becoming wider in product technologies around the world. Mick and Satyen have developed strong business plans that meet our family's goal of maintaining a stable, customer-focused, and technologycentric business. We have an exciting future ahead of us."**

As part of their new roles, Mr. Nallen and Mr. Prabhu will focus on thought leadership, market comprehension, and a deep understanding of the thermal processing industry's various sectors. Their strategic vision will ensure that Inductotherm Group continues to deliver cutting-edge induction technologies while preserving the core values and vision of our founder, Henry Rowan.

[www.inductothermgroup.com](http://www.inductothermgroup.com)

# Prysmian Announces Completed Acquisition of Encore Wire Corporation



In accordance with the terms of the merger agreement entered by the parties on 14th April 2024, Prysmian has acquired all the outstanding shares of Encore Wire's common stock for \$290.00 per share, in cash. The acquisition will strengthen Prysmian's leadership position in North America. Prysmian will benefit from enhanced cross-selling opportunities, as well as the efficiency and innovation within Encore Wire's unique production, distribution process and service levels. The transaction also strengthens the weight of the North American business in Prysmian's geographical footprint.

The combined business will be well-positioned to accelerate the electrification and digital transformation in North America, which includes the growth of data centres and upgrades to the power grid. Massimo Battaini, Prysmian CEO, said:

**"This acquisition will significantly strengthen Prysmian's leadership position in North America while creating value for all stakeholders. Thanks to the complementary fit of Encore Wire with Prysmian's existing North American business, we will be better placed than ever to address customers' needs across the dynamic, highly efficient and growing North American market, while ensuring we are best placed to capture the structural growth opportunities which are being driven by digitalisation and energy infrastructure. There is also a strong cultural fit between Encore Wire and Prysmian because of our shared spirit of innovation and commitment to accelerate the transition towards a low carbon economy. We warmly welcome Encore Wire employees into our team and together, as a result of our team spirit, passion and innovative approach, we will become an even stronger leader."**

Daniel L. Jones, Encore Wire CEO, said: **"With the successful completion of the transaction with Prysmian, we are ready to begin an exciting new chapter in our company's history. I am grateful for the hard work and commitment of our employees and proud of the remarkable value Encore Wire has created with our expansive single-campus model, low-cost production, centralized distribution, and product innovation. Encore Wire and Prysmian are two highly complementary organizations, and we look forward to leveraging our enhanced product offerings and strong customer relationships to drive even greater opportunities as part of a larger, global organization."**

With the completion of the transaction, Encore Wire has become a privately held company, and therefore its shares will no longer be listed on NASDAQ or any other public market.

[www.prysmian.com](http://www.prysmian.com)



**INTERWIRE**  
CONFERENCE & TRADE EXPOSITION  
by The Wire Association International

# Interwire 2025: Wire and Cable Industry Event Nears Full Capacity with 200 Exhibitors and Extensive Educational Programs

The Wire Association International (WAI), Inc. reports that to date 90% of its available Interwire 2025 exhibit space has been contracted by 200 companies. The exhibition will be staged in Hall A of the Georgia World Congress Center, and open to visitors May 13-15, 2025. Companies interested in exhibiting can view available space at the event website: [Interwire25.com](http://Interwire25.com). Contact WAI's sales department: [sales@wirenet.org](mailto:sales@wirenet.org) for details.

## Educational offerings

- Fundamentals of wire manufacturing course

Leading off the conference, this full-day, essential primer on wire manufacturing processes will be held Monday, May 12, 2025. The course features a general track in the morning for all participants splitting into simultaneous ferrous and nonferrous tracks in the afternoon.

## • Advanced extrusion workshop

WAI will debut this new dynamic program from 9:00 a.m. to noon on Wednesday, May 14, 2025, that will build on the extrusion principles introduced in the Fundamentals of Wire Manufacturing Course. Presented by Rick Chamberlain and a co-instructor, the workshop is designed to take participants to the next level of understanding and

application. The workshop, which is limited to 50 participants, will include breakout sessions to ensure a comprehensive learning experience. The workshop will also include visits to exhibitors to witness extrusion machinery in action.

## • Global Continuous Casting Forum (GCCF)

WAI's fourth forum for copper and aluminum continuous casting will run May 12-15, 2025 in conjunction with Interwire. The GCCF registration will include an Opening Reception on Monday, lunch and coffee breaks, a group dinner on Wednesday, and time to explore the Interwire exhibit floor.

WAI will offer sponsorship opportunities for both the GCCF and Interwire; contact WAI's education department [education@wirenet.org](mailto:education@wirenet.org) and sales department [sales@wirenet.org](mailto:sales@wirenet.org), respectively for details.

## Event background

Introduced in 1981, Interwire is the largest and longest-running wire and cable marketplace in the Americas. Hosted biennially, Interwire is an international trade event that includes exhibiting companies, speakers, and visitors from around the world. WAI, founded in 1930, is a not-for-profit association with more than 2,000 individual members in 50 countries. The association serves the educational needs of the wire and cable manufacturing industry through a variety of products and services. WAI manages the Interwire Trade Exposition and Wire Expo and publishes the Wire Journal International and the Wire Journal International Reference Guide.





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HALF PAGE AD (LANDSCAPE)	<b>£750</b>	<b>£1,350</b>	<b>£1,950</b>	<b>£2,250</b>
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We are now offering exclusive advertising slots in our quarterly IWMA Insider magazine! Advertising space is limited in each edition and will be allocated on a first come, first served basis.

The benefits of magazine advertising are huge, and we wanted to offer our members an even greater opportunity to hit their target market and get noticed in our industry magazine. We're pleased to be able to offer **FREE** editorial slots for all members, as well as the above advertising opportunities.

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### September 2025 Edition

PR/Editorial deadline: 4th July  
Advertisements deadline: 18th July

For more information on advertising, contact Katie at [katie@iwma.org](mailto:katie@iwma.org). For PR queries, please contact Natasha at [natasha@iwma.org](mailto:natasha@iwma.org).



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