

# IWMA INSIDER

THE OFFICIAL IWMA WIRE & CABLE MEMBER MAGAZINE

JUNE 2025

## WIRED FOR CHANGE

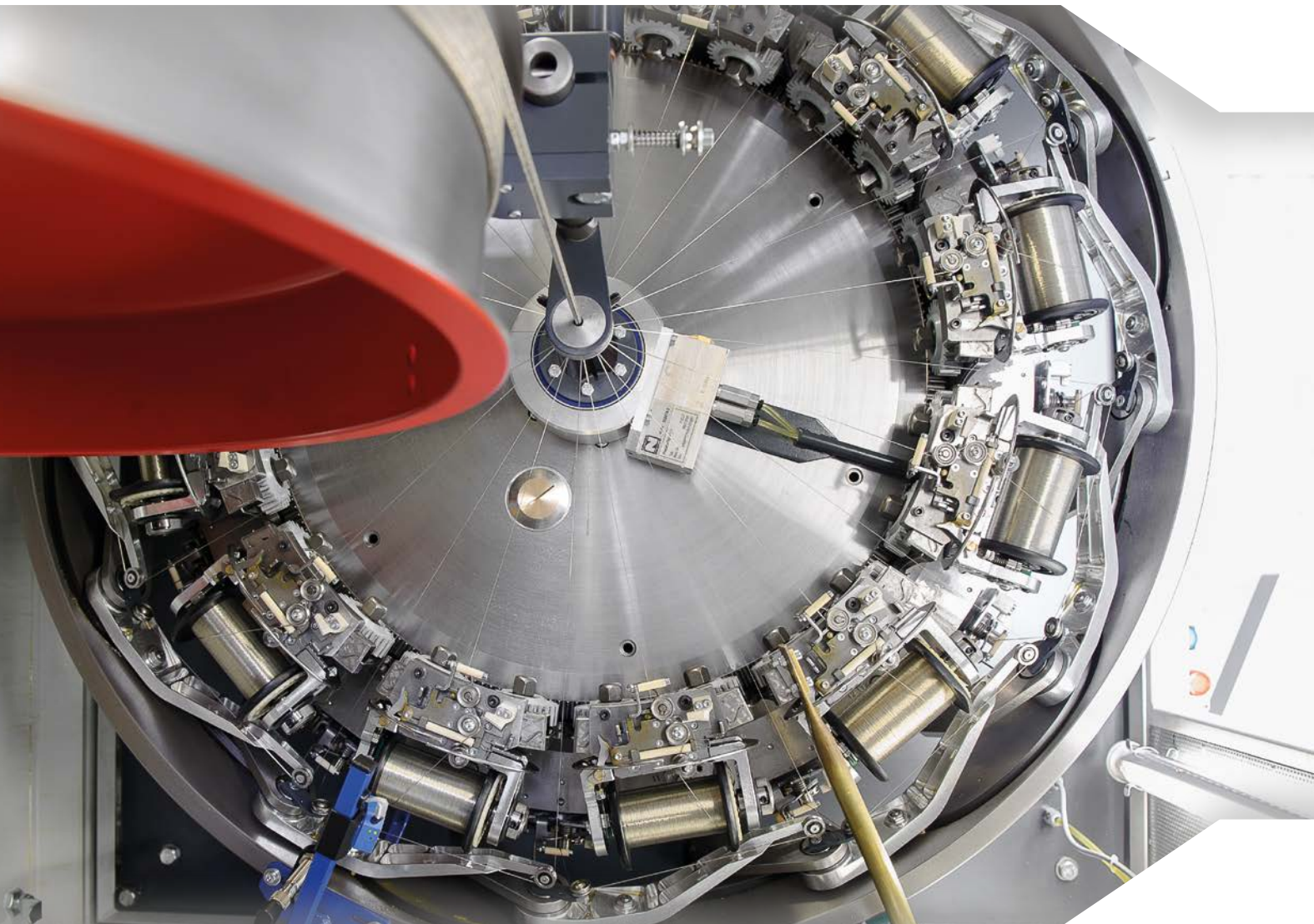
POWER, POLICY & PROGRESS IN A CHANGING WORLD

- / INDUSTRY TRANSFORMATION: NEW FORCES SHAPING WIRE & CABLE
- / SPOTLIGHT ON WIRE SOUTHEAST ASIA: REGIONAL GROWTH & OPPORTUNITY
- / LATEST IWMA NEWS, EVENTS & GLOBAL MEMBER ACTIVITY

NETWORK / INNOVATE / DISCOVER

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# Chairman's Welcome

## Dear members, partners and friends, welcome to the second edition of IWMA Insider for 2025.

It is with great pride and genuine enthusiasm that I write to you for the first time as Chairman of the IWMA.

Firstly, I would like to extend my sincere thanks to my predecessor, Don Neville, for his outstanding service and leadership. Don has been instrumental in revitalising the IWMA over recent years, laying the groundwork for a bold five-year plan aimed at restoring our position as a leading force within the global wire and cable industry. Under his guidance, membership grew significantly, and the association took important steps to reconnect with its purpose: to represent, support, and inform our members while championing the technical progress and innovation at the heart of our sector.

It is now my responsibility to build on that foundation and continue modernising the IWMA in line with this long-term vision. I look forward to taking this journey with all of you - our members, partners, and wider industry colleagues.

Our recent Networking Industry Lunch in Düsseldorf was a strong reminder of both the opportunities and challenges that lie ahead. A compelling presentation from Phoenix Contact highlighted the growing importance of cybersecurity in Industry 4.0 networks – a topic we must all take

seriously as digitalisation accelerates across manufacturing and infrastructure. Meanwhile, Vishnu Patidar from the CRU Group offered a highly encouraging market outlook, emphasising the wave of expansion that is currently driving our industry. From the growth of data centres and large-scale electrification projects to the ambitious goals of the European Green Deal, it is clear that wire and cable will remain essential to global development. The mood is one of optimism and rightly so.

I am also pleased to share that 22 new corporate members have joined the IWMA already this year. This continued growth is not only encouraging but a testament to the value our association brings to the industry. We warmly welcome these new members and look forward to supporting them as they integrate into our global network.

Looking ahead, we are preparing for a busy and exciting calendar of events. In September, IWMA will attend wire Southeast Asia from 17th – 19th. During the exhibition we will host a networking evening on the 18th of September at the Cielo Sky Bar (more information on this event can be found on **page 21**). Then, on 14th October, we head to Krakow for the 2025 Wire & Cable Conference. The programme is already shaping up to include a strong line-up of technical presentations from leading experts, showcasing innovations, new product developments, and emerging trends across both ferrous and non-ferrous sectors (read more on **page 19**).

And of course, looking forward to a very special occasion - the IWMA Dinner Dance in London on 21st November 2025, where we will celebrate the event's 50th anniversary. It promises to be a fitting tribute to our past, and a celebration of what lies ahead.

As we move forward, I encourage all members to stay connected, share your ideas, and participate in our events and activities. Your input is always welcome, and I invite you to contact me directly with any suggestions or feedback.



With best regards,  
**Willibert Dautzenberg**  
Chairman, IWMA



# IWMA<sup>®</sup>

## 2025-26 Event Schedule

**IWMA WIRE**  
NETWORKING  
**SOUTHEAST ASIA**

**wire Southeast Asia Networking Event | Bangkok, Thailand**  
Thursday 18th September 2025

**WIRE & CABLE**  
KRAKOW POLAND

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

**IWMA**  
**DINNER DANCE**

**IWMA Dinner Dance | London, UK**  
Friday 21st November 2025

**IWMA**  
INDUSTRY LUNCH **UK**

**IWMA Industry Networking Lunch UK | Silverstone, UK**  
Thursday 19th February 2026

**IWMA WIRE**  
NETWORKING  
**DÜSSELDORF**

**wire Düsseldorf Networking Event | Düsseldorf, Germany**  
Tuesday 14th April 2026

**IWMA WIRE**  
NETWORKING  
**CHINA**

**wire China Networking Event | Shanghai, China**  
Wednesday 23rd September 2026

**IWMA**  
TRAINING  
**FUNDAMENTALS**

**IWMA Training Fundamentals | Birmingham, UK**  
TBC October 2026

**IWMA WIRE**  
NETWORKING  
**INDIA**

**wire India Networking Event | Mumbai, India**  
Tuesday 1st December 2026

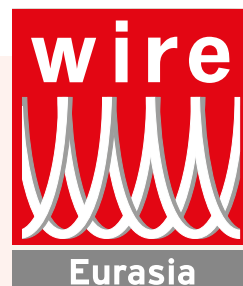


# Celebrating Our Success at wire Eurasia 2025!

**As we reflect on April's wire Eurasia Exhibition, we would like to extend a heartfelt thank you to everyone who joined us and helped make the exhibition such a success.**

It was fantastic to see so many of our member companies involved, whether through exhibiting or making the most of our meeting and hospitality services. Your presence and participation helped create an incredible, collaborative atmosphere, and we're delighted by the positive feedback we've received!

We were also thrilled to welcome several new members during the exhibition. It's always exciting to see our community grow, and we



look forward to working with you as you become part of the IWMA family.

Looking ahead, we can't wait to reconnect with you at wire Eurasia in 2027 - but there's plenty to be excited about in the meantime. We're committed to supporting our members year-round and look forward to seeing you at upcoming exhibitions. For the latest updates on our line-up, keep an eye on [www.iwma.org](http://www.iwma.org)

## Networking with a View: A Look Back at IWMA's Evening in Istanbul!

**As the sun set over the Marmara Sea, the Albatros Lounge in Istanbul provided a stunning backdrop for IWMA's networking evening during wire Eurasia 2025. With panoramic views, warm hospitality and a relaxed atmosphere, the event brought together IWMA members from across the wire and cable industry for an unforgettable night of connection and conversation.**

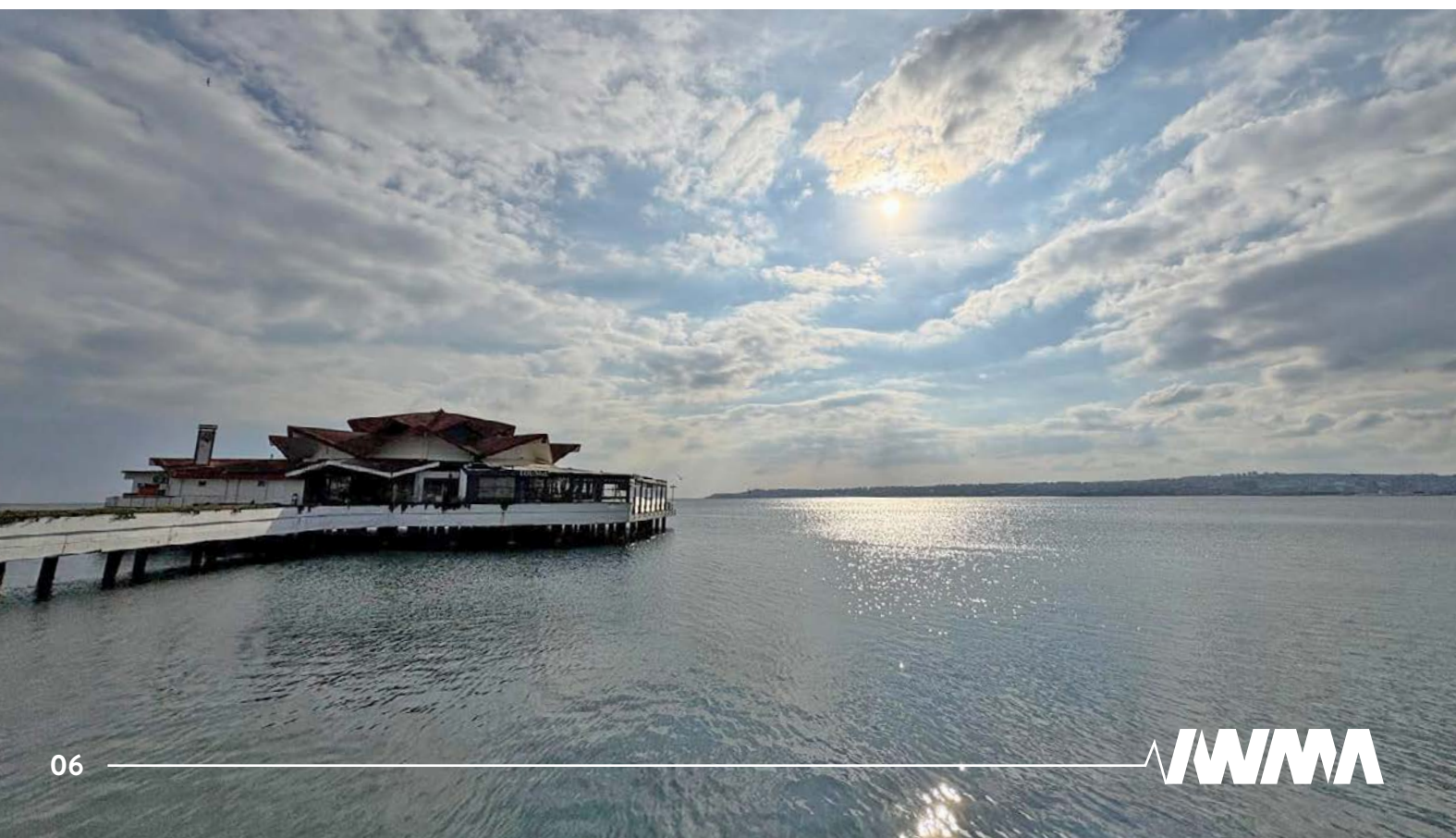
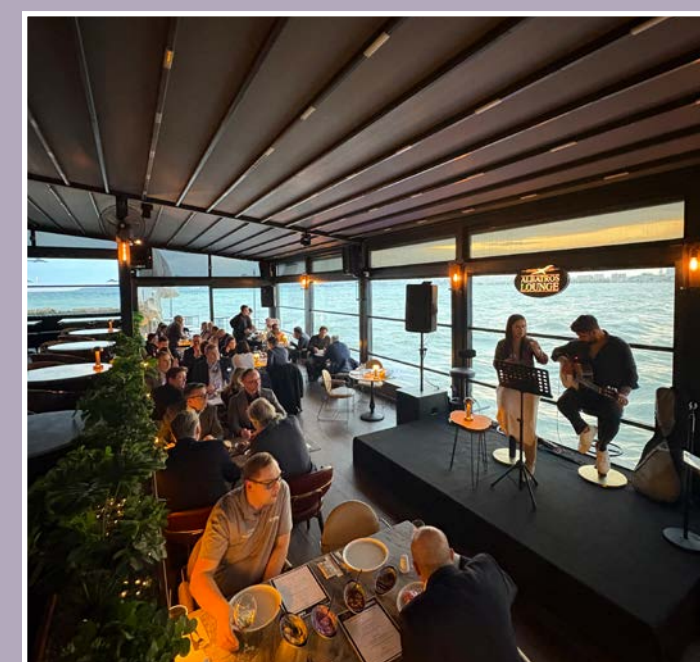
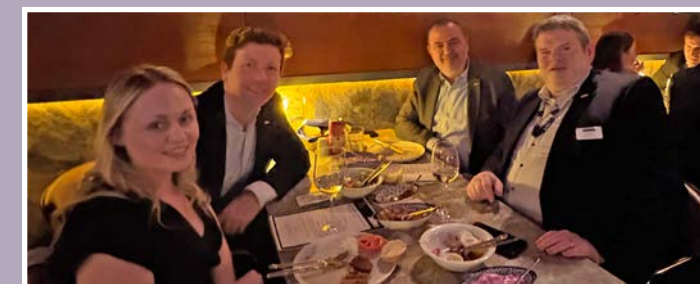
The evening offered a welcome opportunity for members to step away from the exhibition floor and enjoy meaningful interactions in an informal setting over dinner. Guests were treated to a selection of authentic Turkish cuisine, accompanied by live music - a perfect backdrop for reconnecting with colleagues, meeting new contacts, and strengthening professional relationships.

IWMA networking evenings have become a signature feature of our event calendar, and

this occasion once again highlighted the value of face-to-face engagement within our global community, perfectly capturing the community spirit that defines the IWMA.

We'd like to extend our sincere thanks to all members who joined us for this memorable evening.

Take a look at some photo highlights on the next page - we look forward to welcoming you to future IWMA events very soon.





# Welcome to our new IWMA Members

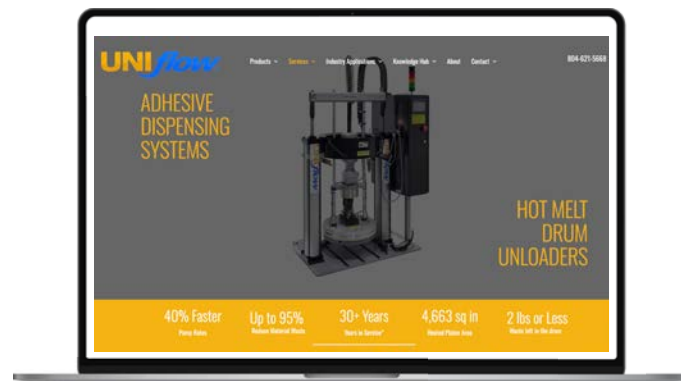


## Uniflow

Founded in 1956, Uniflow (also known as IMCO, LLC) began as a general machine shop before evolving into a global leader in hot melt drum unloaders and dispensing systems. Today, Uniflow is recognised for its durable, high-performance machinery and commitment to innovation.

The company has rapidly expanded within the wire and cable industry, becoming a market leader in moisture blocking system solutions. Its equipment delivers airtight sealing for medium and high-voltage cables, protecting offshore wind farms, deep-sea lines, and underground networks.

Uniflow systems use precision coating dies and gear pumps to apply mastic consistently, improving cable durability while reducing downtime and defects. The flagship Model 4230 features 4,663 square inches of heated platen surface, maximising melt rates and reducing material waste by up to 95% for high throughput across OEM stranding lines.



[www.uniflow.works](http://www.uniflow.works)

## Saini Engineering Industries

Saini Engineering Industries (SEI) is a renowned manufacturer and exporter of electric wire making machines, cable manufacturing machinery, PVC wire making machines, cable coating plants, power cable plants, and cable extrusion processing equipment.

Founded in 1978 by Mr. S. Mohinder Singh Saini, the company has grown significantly under his visionary leadership and commitment to quality. His dedication and deep industry knowledge have shaped SEI into a globally respected name in the cable manufacturing sector.

The SEI team continues to drive innovation, combining the expertise of qualified engineers and extrusion specialists to develop upgraded designs and integrate modern technologies across their machinery range.



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

## Zeller + Gmelin GmbH & Co. KG

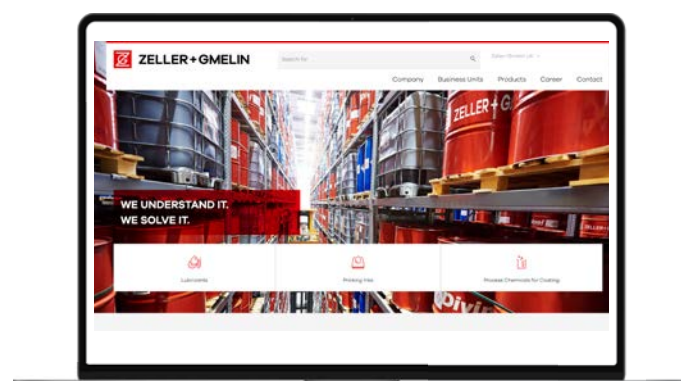
Zeller & Gmelin GmbH & Co. KG is a leading international manufacturer of high-quality lubricants, printing inks, and chemicals, headquartered in Eisingen/Fils, Germany. Founded over 150 years ago and still family-owned, the company operates through 16 global branches and supplies products to more than 80 countries.



Its portfolio includes industrial lubricants, Divinol-branded oils and release agents, printing inks for all packaging types and publications, and a broad range of chemical solutions. Offering research, development, and production from a single source, Zeller & Gmelin delivers fully tailored, end-to-end solutions.

Innovation is central to the company's approach, with around 20% of its headquarters workforce dedicated to R&D – ensuring continuous product evolution and market-leading technologies.

With deep expertise and a focus on quality, Zeller & Gmelin is a trusted global partner, delivering reliable, flexible, and customer-focused solutions across industries.

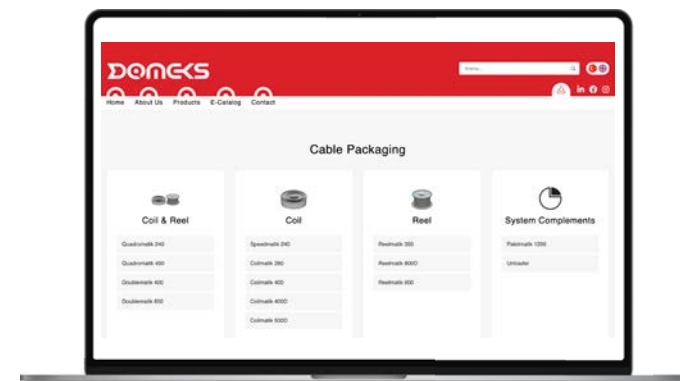


[www.zeller-gmelin.co.uk](http://www.zeller-gmelin.co.uk)



## Domeks Makine Anonim Sirketi

DOMEKS Makine specialises in the development and production of high-speed, high-quality coiling and reel packaging lines for a wide range of cable types. The company combines advanced engineering with tailored product solutions to meet industry expectations for quality, technology, and efficiency. DOMEKS also supports its customers with services in legal and commercial compliance, information security, and the development of digital platforms for stronger business and consumer connections.

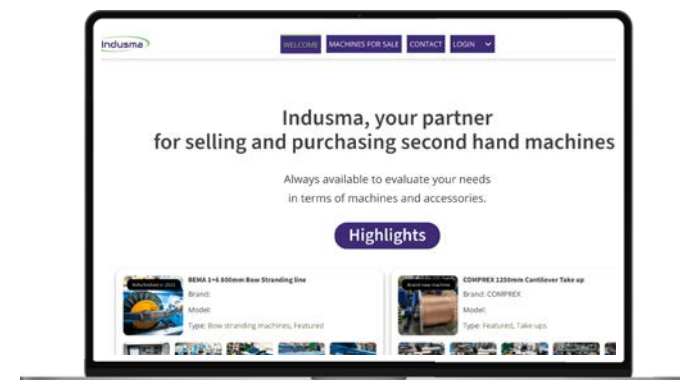


[www.domeksmakine.com](http://www.domeksmakine.com)



## Indusma

Indusma is a trusted supplier of high-quality machinery and equipment for the wire, cable, and tube industries. With a strong focus on innovation, precision, and customer service, Indusma offers complete solutions for production lines, including rewinding, coiling, spooling, and packaging systems. Operating across Europe and beyond, the company partners with leading manufacturers to deliver reliable, efficient, and future-ready technologies to its clients.



[www.indusma.eu](http://www.indusma.eu)



## Confex Technology Ltd

Confex Technology Limited is a UK-based specialist in Continuous Rotary Extrusion (CRE) systems, established in 1993. With decades of experience, Confex offers comprehensive after-sales technical support, spare parts, tooling, and upgrades for CRE machines from all major manufacturers. The company focuses on enhancing machine performance, reducing downtime, and extending equipment life through expert consultancy and modernisation services.



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



Nutzen ziehen. Seit 1960.



## Henrich Maschinenfabrik GmbH

Henrich Maschinenfabrik GmbH, founded in 1960 and based in Herborn, Germany, is a leading manufacturer of machinery for the international wire and cable industry. With a strong commitment to quality, all Henrich products are made in Germany and backed by over 60 years of expertise.

The company offers a full range of drawing lines, including rod-breakdown, intermediate multi-wire, and fine-wire systems – all known for their robust design, precision, and long-term reliability. Henrich continues to invest in technology, tools, and talent to meet evolving customer demands across sectors such as telecoms, automotive, medical, and industrial cable production.



[www.henrich.net](http://www.henrich.net)



# Bringing the Industry Together: IWMA Networking Lunch, Düsseldorf 2025

**The IWMA's first-ever Industry Networking Lunch in Germany was a memorable milestone, firmly establishing itself as a key highlight in the 2025 calendar. Held on Thursday, 5th June at the stunning Seifenfabrik Dr. Thompson's in Düsseldorf, the event brought together IWMA members, colleagues and partners from across the global wire and cable industry for an inspiring afternoon of conversation, insight and a delicious BBQ lunch.**

Set within a beautifully restored 19th-century soap factory, this distinctive venue was once home to Dr. Thompson's, one of Germany's first soap manufacturers. In 2016, the site was transformed into a state-of-the-art event space, blending industrial charm with modern elegance. Its unique character provided the perfect backdrop for an afternoon of industry networking.

Following a warm welcome from IWMA Chairman, Willibert Dautzenberg, guests enjoyed a series of thought-provoking presentations from industry leaders. Mathis Mohr, Industrial Security Consultant at Phoenix Contact, opened with an important discussion on Cyber Threats and Dangers facing the industrial sector today.

Guests then enjoyed a relaxed BBQ lunch, offering the perfect atmosphere for informal discussion and new connections.

After lunch, IWMA President, Bernd Lohmüller, welcomed guests back and introduced Steve Smith, Chairman of the IWMA Technical Sub-Committee. Steve delivered a Technical

& Educational Update, including details of the IWMA wire Education Award Programme for wire Düsseldorf 2026.

Next, Lars Wülken, Area Sales Manager at Aurubis AG, presented an insightful session on Holistic Sustainability in the Copper Supply Chain.

Rounding off the afternoon, Vishnu Patidar, Senior Analyst in CRU's Wire & Cable Team, delivered a compelling presentation on Global Wire and Cable Market Dynamics and Future Outlook, sparking valuable conversation and reflection.

A huge thank you to everyone who joined us, and to our sponsors, Maschinenfabrik Niehoff GmbH & Co. KG and Messe Düsseldorf, for their generous support in making this event possible.

Looking ahead, the IWMA will return to the UK for our next Industry Networking Lunch, taking place on 19th February 2026. Stay tuned for more details - we look forward to seeing you there.



**IWMA**  
INDUSTRY LUNCH UK

**IWMA Industry Networking Lunch, UK 2026**

**Thursday 19th February 2026**

Connect with industry peers, build new partnerships, and enjoy our signature IWMA hospitality.

Full details and booking information coming Monday 29th September. In the meantime - save the date!



Scan the QR code to explore our events page and stay in the loop.

**SAVE THE DATE!**



# A Night 50 Years in the Making: Book Your IWMA Dinner Dance Tickets Now!

**Radisson Blu Bloomsbury, London**  
**21st November | 18:30 - Late**

Since 1975, the IWMA Dinner Dance has become one of the social highlights of the wire and cable industry calendar. Now, five decades on from its dazzling debut, this iconic event returns for 2025 - and promises to be more spectacular than ever!

Set to take place on Friday, 21st November, at the elegant Radisson Blu Bloomsbury, in London, the IWMA Dinner Dance is a must-attend event for professionals across the industry to gather for an unmissable evening of celebration, dining, dancing, and live entertainment in the heart of London.

Tickets are priced at £185 per person, with the option to reserve a member table for up to 10 guests at £1,850. Tickets include welcome drinks and a delicious four-course dinner, accompanied by table wine. After dinner, celebrations continue with after-dinner drinks and live entertainment from a dynamic band as we dance the night away in style. Tickets are now available at [IWMA.org](http://IWMA.org) - secure yours today!

**Make a night of it - or a weekend!**  
We've secured a block of rooms at the Radisson Blu Bloomsbury at a preferential rate from just £281 per night. Extend your stay with an extra night and enjoy a full weekend in London, with checkout available on Sunday, 23rd November.

Whether you've been part of the IWMA Dinner Dance journey since the beginning or you're joining for the first time, this is your chance to celebrate decades of industry excellence - in true IWMA fashion. We can't wait to see you there!

**IWMA**  
DINNER DANCE

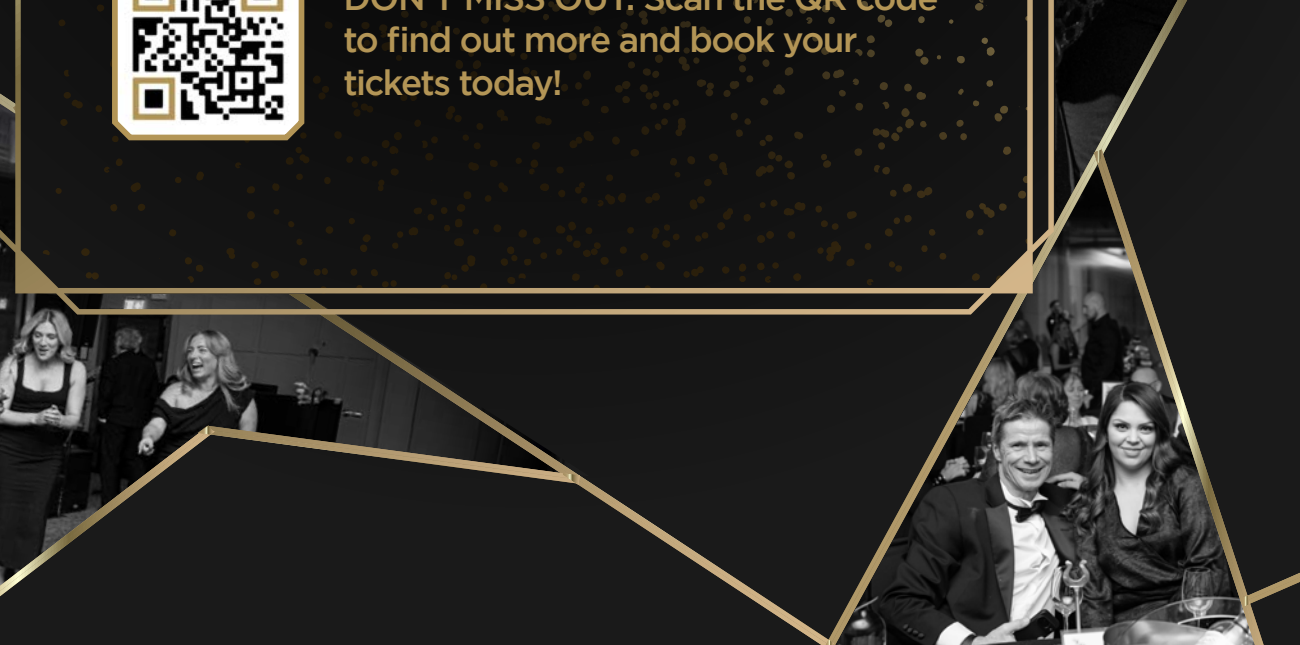
**Tickets On Sale Now!**

Friday, 21st November 2025  
Radisson Blu Bloomsbury  
18:30-LATE

Join colleagues and fellow industry professionals for an unmissable evening of celebration, dining, dancing, and live entertainment in the heart of London.



**DON'T MISS OUT:** Scan the QR code to find out more and book your tickets today!





# Holding Our Breath: Wire & Cable Industry Braces for Impact Amid Tariff Chaos

**The reintroduction of Trump-era steel and aluminium tariffs has reignited global trade tensions, casting a long shadow over the UK and EU wire and cable industry.**

As of June 2025, the U.S. has doubled Section 232 tariffs to 50% on most steel and aluminium imports, excluding the UK for now, which retains a 25% rate under an interim economic agreement. Despite the temporary exemption, the broader atmosphere of unpredictability is already taking a toll on manufacturers, many of whom rely heavily on exports to North America.

For UK and European businesses, the impact is not merely financial but deeply operational. Members of the IWMA have described a sharp rise in business anxiety as companies struggle to quote prices with any certainty. One member

explained that they are being pushed to provide quotations on accelerated timelines, only for clients to delay projects indefinitely. By the time orders are confirmed, the cost landscape has already shifted - leaving manufacturers exposed or out of pocket. "We're quoting fast, but when the orders finally land, raw material prices have changed, or tariffs have moved again. It's not sustainable," one member of the IWMA Executive Management Committee shared.

This instability is having tangible effects. In April 2025 alone, UK exports to the U.S. dropped by £2 billion - a staggering 33% decline that analysts have directly attributed to the new tariffs. For manufacturers in the wire and cable sector, where steel, aluminium, and copper are essential inputs, this downturn is compounding existing pressures. Some IWMA members report that their cost base has become increasingly fragile, with industrial electricity prices in the UK now roughly 150% higher than in the U.S., and 40-50% more expensive than in France

or Germany. One UK-based firm said its sales were down 10% year-on-year, but that didn't tell the full story: "We're carrying over overdue business each month, which makes the books look healthy, but the reality is our actual new sales are way down."

In Germany, the picture is similarly bleak. One company reported a 30% drop in sales after the April tariff reinstatement, with little hope for recovery before the end of the summer. Rising labour costs, tighter safety regulations, and a growing energy gap are forcing companies to consider major structural changes. Some have already relocated manufacturing operations out of the UK entirely, opting for EU-based plants to sidestep the dual complications of Brexit and tariffs. Others are exploring shipping materials to the UK for onward export to the U.S. in the hope of gaining preferential tariff treatment under bilateral trade agreements. However, this strategy runs into a major regulatory hurdle: rules of origin.

The rules of origin determine the "nationality" of a product - not simply where it was last shipped or handled. These rules are critical for the application of:

- Preferential tariff treatment (e.g. under trade agreements)
- Anti-dumping, safeguard, and countervailing duties
- Trade statistics and reporting
- Labelling and marking compliance
- Quotas and procurement regulations

**"It used to be fun running a company. Now it's a constant battle, rising costs, uncertain pricing, and the endless wait for someone to finally say yes."**

Unless a product is substantially transformed in the UK (i.e. undergoes significant manufacturing or value-added processes), it does not qualify for UK origin status. The key metric under WTO and WCO guidance is the "ad-valorem" (value-added) rule, which calculates how much of the product's value was added in the country of claimed origin. This is based on the ex-works value - the factory price including:

- The cost of all materials used
- All manufacturing-related costs

Attempts to change commodity codes for tariff advantage face similar restrictions. These codes are internationally regulated, and reclassification requires strong evidence of a different product scope or manufacturing purpose.

Meanwhile, companies with exposure to emerging markets have reported markedly different fortunes. In India, where cable demand is booming thanks to rapid infrastructure development and the rise of new players like the Adani Group, IWMA members are expanding production capacity and increasing their workforce. One company now employs over 260 people at its Indian facility and is already planning its next expansion phase.

Brazil also shows promise, with companies preparing for a potential trade agreement between Mercosur and the EU. If passed, the agreement could eliminate import duties on key industrial goods and unlock significant new investment opportunities.

Yet even those seeing growth abroad are feeling the squeeze at home. Uncertainty remains the dominant theme, with one manufacturer explaining how silver prices in London spiked unexpectedly following tariff announcements, driven by market speculation and reduced inflows of raw materials. The ripple effects are wide and hard to manage, particularly when combined with wage increases, insurance hikes, and lingering post-Brexit logistics challenges.

"We used to be two weeks ahead in our production planning," another member explained. "Now we're struggling to keep up, even after working through a backlog for months."

Despite the gloom in parts of Europe, the industry is not without hope. There is strong underlying demand, particularly driven by the explosive growth in data centres (you can read more on the growth of data centres globally in our article on page 16). These facilities, each consuming as much energy as a small town or half a nuclear power plant, require massive quantities of specialised cable. Including edge and enterprise sites, the total number of data centres globally continues to rise, with some analysts estimating over 100 new facilities per year. However, it is the large-scale hyperscale centres—around 50-60 annually—that are driving the bulk of demand for power and

specialised cabling. The cable required to support these installations—from power distribution to high-speed fibre—is extensive, and IWMA members are already reporting a surge in quotations for related equipment and materials.

Still, this optimism is tempered by the challenges of conversion.

"We're quoting a lot, but we're not seeing enough of it turn into real orders," said one supplier. Others note that their teams are "too busy doing nothing"—handling paperwork, resubmitting quotations, and negotiating unclear costs with no guarantee of revenue.

One manufacturer summed it up with a grim smile: "It used to be fun running a company. Now it's a constant battle—rising costs, uncertain pricing, and the endless wait for someone to finally say yes."

In this environment, strategy and adaptability have become the most valuable commodities. Some IWMA members are investing in in-house component manufacturing, others in digital services or energy-efficient plant upgrades. For many, the priority is simply staying afloat until clarity returns to the global trading system.

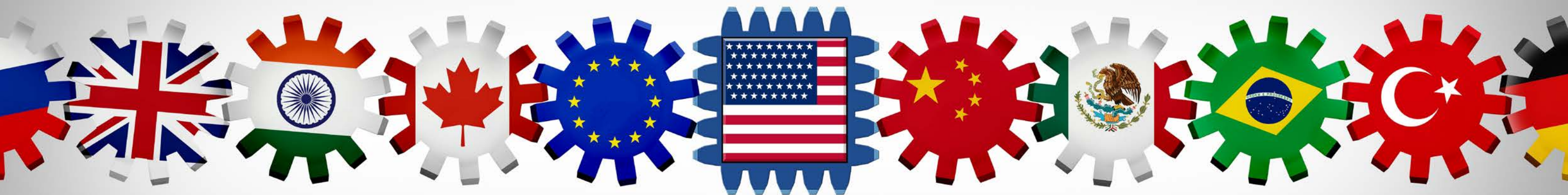
Whether through more stable U.S. policy, the success of EU-South America trade negotiations, or a long-overdue easing of Brexit-era barriers, the industry is holding its breath for relief.

While the Trump tariffs are only part of a broader storm, alongside inflation, energy crises, and labour shortages, they are a particularly sharp example of how political decisions can upend industrial planning.

The IWMA will continue to gather feedback, advocate on behalf of its members, and help the global wire and cable community weather this period of uncertainty.

As one member aptly put it, "We're ready for the world to wake up. But we can't afford to keep holding our breath."

**"We're not just building digital platforms—we're building physical infrastructure that demands real-world materials, power, and planning."**





# The Data Centre Boom: Powering Digital Growth and the Wire & Cable Industry

**From the rise of artificial intelligence to the relentless expansion of cloud computing, data centres have become the critical infrastructure of the modern digital economy. Every command, click, and stream flows through these high-density, high-demand hubs, silent giants consuming vast amounts of energy and connectivity.**

**“The future is digital - and it runs on cable.”**

As global tech leaders and governments race to expand digital capacity, data centres are rapidly becoming one of the most powerful growth engines for the wire and cable industry.

At the IWMA Industry Lunch in June, CRU Senior Analyst Vishnu Patidar identified data centres as a defining driver for future metallic cable demand. According to CRU, cabling demand for data centres will nearly triple: from 264.8 kilotonnes (kt) in 2024 to 727 kt by 2029.

## What is a Data Centre and Why Are We Building So Many?

A data centre is a highly specialised facility designed to store, process and distribute digital data. These buildings house servers, storage systems, networking equipment, backup power, and climate control infrastructure. They support everything from online banking and streaming to industrial automation and cloud storage.

And the world needs more of them - fast. According to IDC, global data creation will exceed 180 zettabytes by 2025. McKinsey projects nearly \$7 trillion in digital infrastructure investment by 2030 - \$5.2 trillion of which is expected to support AI-ready systems, including data centres, cloud platforms, and supporting networks.

Even simple actions, like messaging an AI assistant, trigger powerful server-side computation. One extended ChatGPT session can consume up to 1 watt-hour of electricity and 0.5 litres of water, tiny amounts on their own, but significant when scaled across millions of users daily.

These stats are a powerful reminder: data centres are not just digital tools, they are physical infrastructure with a growing environmental and industrial footprint.

Scaling Up: Where the Data Centre Explosion Will Hit Hardest. At the IWMA Industry Lunch CRU projected global cable demand for data centres to increase almost threefold by 2029, with strong regional activity:

- North America leads with 40% of demand in 2024
- Europe accounts for 20%, with hyperscale growth in Germany, Ireland, France, and the UK
- China (14%) and Asia-Pacific (11%) are rising fast, with India emerging as a key market due to grid and construction growth

According to ABI Research, colocation site numbers are forecast to rise from ~5,200 in 2024 to ~8,400 globally by 2030. Regionally:

- Asia-Pacific: ~2,126 sites
- Europe: ~2,108 sites
- North America: ~1,803 sites

While colocation growth holds steady at 6.6% CAGR, McKinsey reports that AI-specific infrastructure is growing much faster, at 33% CAGR, driving significant pressure on cabling supply chains.

## But What About the Environmental Cost?

The digital revolution comes with a serious environmental price tag. In 2022, data centres consumed approximately 340 TWh of electricity - equivalent to the energy use of a medium-sized industrialised country. By 2026, this figure is expected to exceed 1,000 TWh, rivalling the electricity demand of an entire G20 nation.

Today, data centres account for about 1.5% of global electricity use. That figure is forecast to reach 3-4% by 2030, largely driven by AI and cloud applications. Every polite “please” and “thank you” exchanged with ChatGPT and similar AI services incurs small, but measurable,

energy use. A typical short conversational session uses about 0.1 Wh to 1 Wh of electricity - equivalent to lighting an LED bulb for a minute or charging a smartphone by a few percent. Multiply that by millions of daily users, and our niceties subtly add up in the wider grid load.

Cooling is another major challenge. AI models require millions of litres of water to cool during training phases. As more data centres are built in water-stressed or power-constrained regions, the risk of ecological and infrastructure strain grows.

However, industry leaders are stepping up. Companies like Google and Equinix now operate on 100% renewable energy, investing in wind and solar projects to reduce their carbon footprint. European data centres are increasingly turning to waste heat recovery, heating homes and public buildings, including the Olympic pool in Paris. Many have committed to carbon-neutral operations by 2030, under initiatives like the Climate Neutral Data Centre Pact.

Still, experts caution that renewable sourcing and heat reuse alone won't be enough. True sustainability will require efficiency breakthroughs, grid upgrades, and broader systemic changes.

## Where the Cable Industry Comes In

As data centres grow in size and complexity, so does their need for cable infrastructure. CRU identified to us the following as key product categories:

- High and medium-voltage power cables - for primary energy delivery
- Low-voltage and internal data cables - enabling intra-rack and server-to-switch connectivity
- Winding wire - found in cooling motors, UPS systems, and transformers
- Bare overhead & Aluminium conductors - especially in developing markets like India, where transmission infrastructure is expanding rapidly

India's power cable market alone is projected to grow at a 12.1% CAGR for copper and 10.2% for aluminium between 2025 and 2029. In Europe, cable consumption is forecast to grow 3.5% year-on-year in 2025, fuelled by investment in both data centres and renewable power.

Globally, the wire and cable industry will be indispensable in delivering high-efficiency,

low-loss power infrastructure for the digital age. The Renewable Backbone - Offshore Wind, Solar, and Subsea Cables. To power these data centres cleanly and reliably, the world is turning to renewable energy—which is driving new demand for specialised cabling across wind, solar and grid interconnection projects.

- Offshore wind cable demand in Europe will overtake solar PV by 2028
- Total EU + UK cable demand for renewables will reach 38,577 kt conductor by 2030
- HV and EHV subsea cable demand will exceed land-based volumes before the end of the decade
- From 2023 to 2030, cumulative subsea cable demand for offshore wind is projected at 111,057 conductor-kilometres

These systems connect remote generation sites, offshore turbines, solar farms, and energy

storage systems - to urban centres and data hubs, enabling the shift toward greener, decentralised energy.

## Conclusion: A Critical Role in a Digital-First World.

The rise of data centres is no passing trend - it's a structural transformation that's reshaping how energy, data, and infrastructure connect.

From the cables running deep beneath the ocean to those inside the walls of every new server hall, the wire and cable industry is becoming the unseen foundation of the global digital economy. With AI, electrification, and clean energy all converging, this sector will play a central role not just in enabling digital growth, but in making it sustainable.

As data demand surges and infrastructure scales to meet it, one thing is clear: the future is digital—and it runs on cable.

# Adani Group's Strategic Entry into the Wire & Cable Industry: A Game-Changer for the Sector

**The Adani Group's recent entry into the wire and cable industry has sent ripples across the sector, signalling a new phase of competition and consolidation. Through a newly formed joint venture - Praneetha Ecocables Limited - Adani Enterprises, via its subsidiary Kutch Copper, is positioning itself to become a major player in a market expected to grow from \$8.7 billion in 2023 to nearly \$17 billion by 2032.**

This move is not just a diversification effort; it's a strategic integration. By leveraging Kutch Copper's in-house copper production capabilities, Adani secures a reliable and cost-effective source of a vital raw material.

This vertical alignment is expected to streamline operations and reduce supply chain vulnerabilities, an advantage few competitors currently possess. The venture will cover everything from manufacturing and marketing to distribution and trade, encompassing a full-spectrum presence in the wire and cable value chain.

Adani's established footprint in energy, infrastructure, and logistics offers a ready-made ecosystem for the new business. Projects in power generation, renewables, ports, and transportation are all natural markets for its wire and cable products, further reinforcing the group's strategic position.

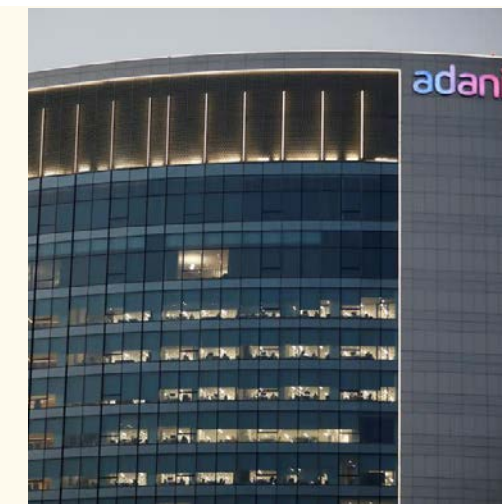
Unsurprisingly, the announcement has affected market sentiment. Shares in existing leaders such as Polycab, KEI Industries, and Havells dipped in response to the news, reflecting investor concern over the impact a giant like Adani could have on pricing, margins, and market share. However, while Adani's scale and integration

offer clear advantages, success in this industry isn't guaranteed.

Distribution remains a significant hurdle. The Indian wire and cable sector relies heavily on complex, long-standing relationships with distributors, electricians, and trade influencers. Building this network from scratch will take time and careful investment. Industry experts note that even with its resources, cracking this code will be one of Adani's biggest challenges.

Still, the group's entry marks a pivotal moment. It signals that the wire and cable industry is no longer a quiet corner of manufacturing, it's a high-growth, high-interest segment drawing the attention of India's largest conglomerates. As the sector evolves, all eyes will be on how Adani navigates its early years, and what its presence will mean for the future shape of the industry.

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





# China Mobile 2025/2026 Optical Cable Tender Awards Released

Article written by **Chenfei Wang**, Head of Wire and Cable at CRU

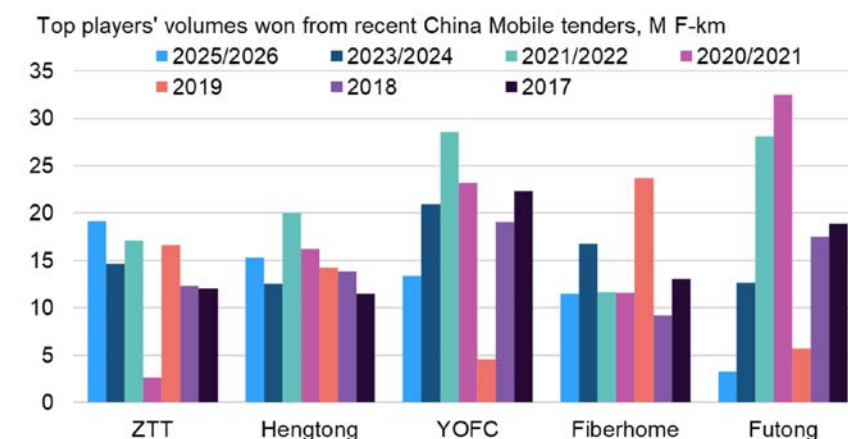
**China Mobile released details regarding the awards of their 2025/2026 loose-tube optical cable tender on 7 June 2025, less than one month after announcing the tender on 8 May 2025. As anticipated, competition for the 98.8M F-km optical cable tendered was intense. According to CRU's market intelligence, 27 bids were submitted, 18 qualified, and 14 companies were ultimately awarded.**

The top four winners – ZTT, Hengtong, YOFC, and FiberHome – secured a combined 60% share of China Mobile's tender, equivalent to 59.3M F-km, reaffirming their dominant positions in the Chinese domestic market. ZTT led the group with a 19.36% share, or 19.1M F-km, and submitted the highest bidding value at RMB5,416 million, resulting in an optical cable price of RMB54.80 /F-km, including VAT. Hengtong followed with a 15.48% share, or 15.3M F-km, at a total bid value of RMB5,331 million and a derived price of RMB53.94 /F-km, including VAT. YOFC and FiberHome were awarded 13.55% (13.4M F-km) and 11.61% (11.5M F-km), respectively.

Despite China Mobile increasing the weighting of the pricing criteria from 40% to 50% this year, ZTT and Hengtong's success in securing top spots at higher prices highlights the growing importance of scoring well on non-price factors such as production capacity, product quality, delivery reliability, R&D strength, ESG credentials etc. This reflects a relative positive shift in the Chinese tendering environment, where major suppliers are increasingly differentiating themselves through value-added capabilities rather than competing solely on price.

On the other hand, Hangzhou Futong's performance in China Mobile's 2025/2026 tender further declined, with its awarded share dropping to 3.33%, or 3.3M F-km – marking a continued downward trajectory from previous tenders. This volume now is just one-tenth of its peak award of 32.5M F-km in the 2020/2021 round, underscoring the sustained challenges the company faces. Additionally, Futong's affiliated subsidiaries, Tianjin Futong and Shenzhen New Aoke, participated in the bidding process but failed to secure any awards this year. Tianjin

ZTT took the top spot in the 2025/2026 tender, while Futong dropped to only 3.3M F-km



Futong's situation is further compounded by its official delisting from the Shenzhen Stock Exchange in 2024. Meanwhile, Tongding and Jiangsu Tongguang, once regular players in major Chinese carrier tenders, have once again missed out, receiving no awards in this latest round, highlighting the growing concentration of share among the leading suppliers and intensifying competition in China's domestic market.

Indeed, if affiliated companies – such as Sichuan Tianfu Jiangdong (affiliated with ZTT), Xi'an FXOC (Hengtong), Shantou Aoxing (YOFC), and Nanjing Huaxin Fujikura (FiberHome) – are also included, China's 'Big Four' players have secured as much as 77.09% of China Mobile's total tendered volume in this round, amounting to 76.2M F-km. Except for ZTT's slightly higher optical cable winning prices, the other 'Big Four' producers' prices showed little deviation from the weighted average winning prices of other independent firms, indicating consistent bidding strategies regardless of company size this year.

## Implied fibre prices settled at approximately \$2.3 /F-km

In terms of pricing, the weighted average optical cable price in this tender settled at RMB53.85 /F-km including VAT (or \$6.63 /F-km excluding VAT), representing a decline of 26.2%, compared to the previous tender. As discussed in CRU's China Mobile 2025/2026 tender announcement insight, this sharp price drop reflects broader market dynamics – notably reduced domestic consumption amid persistent oversupply in recent years.

While translating optical cable tender prices into meaningful bare fibre pricing is challenging, the results suggest an implied fibre price of approximately RMB18.85 /F-km including VAT (or \$2.32 /F-km excluding VAT). This represents a 35.4% decline, from the 2023/2024 China Mobile tender. Although a significant drop, CRU's assessment shows that Chinese spot prices for G652.D fibre have fallen even further, by 40.7% in RMB terms between July 2023 (when the previous tender was awarded) and May 2025. Spot prices in May stood at RMB17.5 /F-km including VAT (or \$2.15 /F-km excluding VAT), indicating that China Mobile's implied fibre prices remain slightly above domestic spot levels. This suggests a deliberate effort by the carrier to stabilise market sentiment and prevent a race to the bottom, which could compromise product quality and lead to supply disruptions.

Looking ahead to 2025 H2, CRU expects the final settled prices from the China Mobile tender to serve as a reference point for optical fibre and cable pricing both within China and internationally. Despite current prices hovering near cost levels for some domestic manufacturers, we see limited scope for a meaningful price rebound in the near term, given the prevailing supply-demand imbalance. Following these awards, China Telecom is expected to launch its main optical cable tender in the second half of this year. In total, CRU estimates that China's three major operators will tender over 212M F-km of optical cable this year, just 17M F-km below the peak reached in the 2021/2022 cycle. However, not all of this volume is expected to translate into installations within 2025.

## Wire & Cable 25 Krakow: Shaping the Future of Our Industry

**The global wire and cable industry will converge in Krakow this October for a landmark event. Taking place on 14 October 2025, the Wire & Cable 25 Conference promises to be a one-day deep dive into technical innovation, hosted in the vibrant heart of Poland.**

Organised by the International Wire & Machinery Association (IWMA), in partnership with Wire Association International (WAI), ACIMAF, and co-host AGH University of Krakow, the event brings together manufacturers, researchers, engineers, and solution providers for a powerful exchange of knowledge and ideas.

This highly anticipated conference features two parallel tracks - ferrous and non-ferrous - with 27 expert presentations that spotlight the most pressing topics in manufacturing, digital transformation, sustainability, materials science, and process innovation. The full schedule will be released soon, but several standout papers have already been confirmed.

From India, Amit Agarwal of Tata Steel will present on "Superior Strength Spring Steel Wires for New Age Suspension Systems", addressing the increasing demands of the two-wheeler automotive sector. Giovanni Garoli from TKT Group, Italy, will explore environmentally responsible lubricants with his paper titled "The STAR Project - Stearate-Free Lubricants for Wire Drawing."

Professor Jan Walenty Pilarczyk of Czestochowa University of Technology, Poland, brings

decades of metallurgical expertise to his analysis of drawing techniques with "Influence of Sigmoidal Drawing Curves on High-Strength Wire." Meanwhile, Kazunari Yoshida from Tokai University, Japan, will share findings on "Prevention of Delamination Defects in High Carbon Steel Wires," an issue that continues to impact quality and performance globally.

In the sustainability spotlight, Gianbruno Luvara of Pittini Group, Italy, will present "Low CO<sub>2</sub> Emission Wire Rod: Pittini Applications," offering insight into decarbonisation pathways and the future of EAF-based production.

A special spotlight is reserved for AGH University of Science and Technology, co-organiser of this year's event and one of Poland's leading centres for technical research. AGH will present three groundbreaking papers that reflect its close partnership with the wire and cable sector. Professor Piotr Kustra will present "Dieless Drawing Process of Ultra-Thin Wires," examining how surface roughness and geometrical stability can be improved in advanced production processes. Professor Andrzej Mamala will explore conductor performance under stress in "New Generation of Crane Cables - Conductor Material and Structural Challenges." Finally, Professor Andrzej Milenin will introduce a novel concept for adaptive production control in "Development and Implementation of a Production Loop Identification System." These papers underline AGH's deep commitment to bridging academic research with real-world industrial application.

Adding further value to the agenda, CRU Group, a leading authority in global wire and cable market analysis, will deliver two thought-provoking presentations. On the non-ferrous track Natalie Noor-Drugan, Principal Analyst at CRU, will present "Wires, Waves, and Shifting

Markets: What's Next for the Wire & Cable Industry?", an in-depth look at how changing technologies and geopolitical pressures are reshaping global demand. Joining us on the ferrous track will be Matt Watkins, also Principal Analyst at CRU, who will explore "Opportunities and Challenges in the Steel Industry," placing recent economic headwinds in context and offering a forward-looking perspective on raw material strategy. Their insights will give attendees a rare opportunity to align technical advancements with real-world economic trends.

Held at the Holiday Inn Krakow City Centre, the event also features a limited number of tabletop exhibits, giving companies a platform to showcase technologies, engage with delegates, and spark commercial opportunities. The €895 tabletop package includes a full delegate ticket and entry to the evening gala dinner - perfect for businesses looking to raise their international profile.

The day will conclude with an exclusive gala dinner at the historic Old Tram Depot, providing an informal setting for continued networking and connection-making. Optional excursions are also available, including a technical tour of TFKable's manufacturing facility and a cultural visit to the world-famous Wieliczka Salt Mines.

Tickets go on sale in July and are priced at €195 (with dinner) or €125 (conference only). With an exceptional line-up of confirmed speakers and the backing of major industry bodies, Wire & Cable 25 Krakow is not just a conference - it's where the future of the wire and cable industry takes shape.

For the latest updates visit [www.wirecable25.com](http://www.wirecable25.com) or [www.iwma.org/news](http://www.iwma.org/news)



# IWMA<sup>®</sup>

## 2025-26 Exhibition Dates



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



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



**wire Düsseldorf**  
13-17 April 2026



**wire China**  
21-24 September 2026

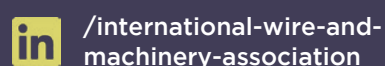


**wire India**  
30 November - 2 December 2026

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



Find us online:



## Save the Date: IWMA Networking Event at wire Southeast Asia 2025!

**As the global wire and cable industry gears up for wire Southeast Asia 2025, we are delighted to invite our members to an exclusive networking evening with breathtaking views of the Bangkok skyline.**

Join us at the stunning Cielo Sky Bar on Thursday 18th September, for an unforgettable evening of meaningful conversation, fresh connections, and the chance to strengthen industry relationships in a relaxed and elegant setting - just five BTS stops from the Bangkok International Trade & Exhibition Centre.

Enjoy scenery from above the city, delicious refreshments, and the company of fellow professionals from across the globe, all while stepping away from the hustle and bustle of the exhibition floor.

This event is complimentary for IWMA members, with attendance limited to two guests per member company. Additional tickets are available for just €50 per guest. Tickets will be available from Tuesday 8th July via the IWMA website

Mark your calendars, reserve early, and don't miss this standout social highlight of the exhibition!

## All Eyes on Bangkok: The Countdown to wire Southeast Asia 2025 is on!



**IWMA is pleased to confirm the return of its Member Pavilion to wire Southeast Asia 2025, taking place from 17th-19th September at BITEC, Bangkok. As the leading platform for the wire and cable sector across the ASEAN region, the exhibition offers valuable opportunities to connect, exchange ideas, and explore the latest industry developments.**

Located at E01, the IWMA stand will once again serve as a central hub for members and visitors throughout the event, with refreshments, meeting areas, and a chance to take a well-earned break. Visitors can also access a range of IWMA publications, including the latest IWMA Insider magazine, membership directories, and industry updates. And, with just one space remaining within the pavilion, we encourage any companies keen to join IWMA in Bangkok to get in touch and secure their place before it's gone!

The IWMA team - Chairman Willibert Dautzenberg, Executive Manager Jessica Bennett, and Marketing Executive Katie Houston - will be on-site to welcome members and visitors, discuss membership benefits,

and share how IWMA continues to support you and your activities within the global wire and cable industry.

In addition to the exhibition, IWMA is proud to host its technical conference, delivered in partnership with Messe Düsseldorf Asia on Thursday 18th September, alongside our exclusive member networking event that same evening. Further information on the wire Southeast Asia conference programme is outlined on **page 23**.

We're excited to be heading back to Bangkok, and very much look forward to welcoming members and guests this September!





# "Ready to Lead": Beatrice Ho on Southeast Asia's Rise and the Road to Bangkok



**As wire and Tube Southeast Asia returns to Bangkok this September, we caught up with Messe Düsseldorf Asia's Project Director Beatrice Ho to talk about the future of manufacturing in Southeast Asia, the evolution of the exhibition, and the growing importance of inclusivity in the industrial space.**

Every two years, Bangkok becomes more than just a cultural and culinary hotspot - it transforms into the industrial heart of the ASEAN region as thousands of professionals gather for wire and Tube Southeast Asia. At the centre of this transformation is Beatrice Ho, Project Director at Messe Düsseldorf Asia, who has led the exhibition through more than a decade of development, growth, and increasing global relevance.

Looking back, Beatrice reflects on just how far the show has come. What began as a regional trade fair has matured into a strategic sourcing platform and meeting point for companies from across Asia and beyond. International participation has risen steadily, with exhibitors and visitors coming not only from Southeast Asia but also from powerhouse economies like China, India, Japan, and Korea, all eager to forge new partnerships and invest in modernisation. The show's focus has also evolved to mirror wider industry trends, such as smart manufacturing, automation, and the global shift towards sustainability.

That evolution couldn't have come at a better time. As global supply chains continue to shift and diversify, Southeast Asia is stepping forward as a compelling alternative to traditional manufacturing hubs. But it's not just reacting to external forces - it's ready to lead. "Southeast Asia isn't just reacting to change, it's building something resilient and future-focused," Beatrice says. From Thailand's Eastern Economic Corridor, which is attracting sustained

investment in advanced manufacturing, to major infrastructure developments across Vietnam and Indonesia, the region is creating ecosystems designed for long-term strength and adaptability. With proactive government support, tax incentives, and bilateral trade agreements underpinning these efforts, it has become both a stable and strategic base for international production.

This momentum is tangible throughout the exhibition. The 2025 edition promises to be one of the most dynamic yet, not only because of its international scope but because of the quality of dialogue it fosters. With the co-location of GIFA and METEC Southeast Asia, the event enables meaningful cross-sector interaction between solution providers, buyers, and policymakers. Seven national and group pavilions are already confirmed, and the return of the IWMA Seminar is a particular highlight - bringing together technical experts, engineers, and business leaders from across the globe for deep, technical exchange and future-focused discussion.

Yet, it's not just about scale, it's also about substance. Beatrice is quick to note that today's exhibitors are looking for more than just foot traffic. They want strategic conversations and tangible leads. Likewise, visitors - many in mid to senior management - arrive with clear goals, whether it's identifying new suppliers, cutting costs, meeting ESG targets, or sourcing technology for digital transformation. To meet these changing expectations, Messe Düsseldorf Asia has expanded its hosted buyer programme and introduced bespoke business-matching services to ensure the right people connect in the right ways. From automation and recyclable materials to EV infrastructure, the technologies shaping Southeast Asia's future are front and centre at this year's show.

While major global players are returning in force, the show is equally committed to supporting smaller and first-time exhibitors. Through pre-show promotional opportunities, country pavilion participation, and targeted buyer outreach, Messe Düsseldorf Asia ensures that even the smallest companies have the opportunity to be seen, heard, and connected.

**"Our job," Beatrice says, "is to help every exhibitor, regardless of size, connect with the right audience and walk away with meaningful results."**

As she shares her vision for the show, it's clear that this isn't just business - it's personal. As a woman in a senior role in a traditionally male-dominated industry, Beatrice understands the importance of representation and inclusion. She acknowledges there's still progress to be made but says the shift is already happening, especially in countries like Thailand and Vietnam, where more women are stepping into senior roles in technical and engineering fields. At Messe Düsseldorf Asia, inclusion is more than a goal - it's part of the organisation's strategic fabric. From speaker panels to project teams, diversity is embedded not just for fairness, but because it drives stronger results. **"Diverse leadership challenges assumptions, drives innovation, and keeps us relevant in a world that's changing fast,"** she says. As the conversation draws to a close, Beatrice turns her attention to what success will look like this September. Numbers are one measure - but they're not the most important. What truly matters are the quality of the connections made, the ideas exchanged, and the partnerships that extend beyond the show floor. The goal is to deliver a content-rich exhibition that reflects the real needs of the industry, enables business outcomes, and reinforces wire and Tube Southeast Asia's role as a strategic hub for manufacturing, infrastructure, and growth in the region.

Her final message is clear and confident: now is the right time to invest in Southeast Asia. With its strong fundamentals, active policy support, and a maturing industrial base, the region is open for business, and ready to lead. And for those looking for the perfect entry point, wire and Tube Southeast Asia is it. **"We look forward to welcoming you to Bangkok,"** she says with a smile. **"This is your gateway to one of the most exciting industrial regions in the world."**



## Connecting Innovation: IWMA's wire Southeast Asia Conference

**IWMA is proud to announce its upcoming technical conference, taking place during wire Southeast Asia 2025 at BITEC, Bangkok, on Thursday, 18th September. Delivered in collaboration with Messe Düsseldorf Asia, this one-day event will bring together thought leaders and innovators from across the global wire and cable industry for a packed day of expert insight, technical exploration, and international networking.**

Held under the theme **"Connecting Innovation: Driving Growth in the Wire and Cable Industry"**, the conference will provide a platform for exploring the latest trends, technologies, and best practices shaping the future of the sector. Open to all exhibition attendees, the programme is designed to support professionals from across the industry - manufacturers, suppliers, engineers, and technical experts - with practical, forward-looking content.



The speaker programme is currently being finalised, and a carefully curated line-up of presentations will cover a diverse range of topics, including advances in wire drawing, process automation, materials technology, and sustainable manufacturing. The IWMA is also delighted to confirm the participation of **CRU Group**, a leading provider of business intelligence for the global metals industry, whose contribution promises to bring valuable market context to the day's discussions.

With an international audience and a shared focus on innovation, the conference will encourage international collaboration, connect businesses with new ideas, and reinforce IWMA's commitment to driving knowledge exchange in every global region where wire and cable matters.

The full speaker line-up and schedule will be released in early September - so keep an eye on the IWMA website and LinkedIn page for more updates!

**"Southeast Asia is a region ready for the future"**



# Metal Power on the Rhine: The World Connects in Düsseldorf in 2026



**When the international wire, cable, tube, and pipe industry meets, it meets in Düsseldorf. From 13 to 17 April 2026, the exhibition halls on the Rhine will be transformed into a hotspot for high-tech, innovation and global networking: wire and Tube 2026 are coming – the leading global trade fairs that the entire industrial world looks to.**

With 2,700 exhibitors from 65 countries on around 120,000 square metres of exhibition space, the trade fair duo presents itself as a vibrant, global hub for industrial technologies of the future. From Europe to North and South America to Asia and Africa: the world comes to Düsseldorf because this is where the industrial future is being made!

‘Düsseldorf is the most important trade fair location worldwide for our industries – this is where innovations celebrate their international debut,’ says Daniel Ryfisch, Director wire, Tube & Flow Technologies at Messe Düsseldorf, explaining the pole position of the two industry giants.

## Two world-leading trade fairs showcase technological diversity at the highest level

wire and Tube showcase the entire spectrum of modern manufacturing technologies – from machines and systems for wire, cable and tube production to new materials and technologies and innovative end products. The focus will be on stainless steel and special materials, hydrogen technologies, plastic pipes, separation and cutting technologies, e-mobility, fibre optic technology, fastening and joining technology, spring manufacturing, mesh welding machines and the premiere of World of Cables, which will showcase the end product cable in a special area in Hall 13.

## What can we expect in 2026?

wire 2026 – Halls 9 to 17: Wire, cables, wire and cable products and technologies will be presented together with the new World of Cables in exhibition halls 9 to 13 & 15. Meet China’s Expertise will join as a special hub for Chinese innovations in Hall 14. Hall 16 will focus on fastening technology and springs as well as end products such as screws, eyelets, and technical springs. The heavy, impressive, welded mesh machines in Hall 17 will demonstrate their strength and functionality in regular live demonstrations.

Tube 2026 – Halls 1 to 7.0: Tube manufacturing, processing, and trading, as well as machinery and equipment, will be on display in exhibition halls 1 to 7.0. Plastic tubes will be presented in the special area Plastic Tubes & Pipes in Hall 1. Forming technology will be showcased in Hall 5, while pipe processing and machinery will be located in parts of Halls 5, 6 and 7a. Chinese pipe manufacturers and processors will be presenting their latest trends in Hall 7.0 as part of ‘Meet China’s Expertise’.

## Far more than two trade fairs: experience knowledge, networking, and innovation live

A wide-ranging supporting programme with international expert forums and industry get-togethers on the forum stage in Hall 1, an exciting hydrogen and e-mobility congress and digital ecoMetals trails to sustainable exhibitors will accompany the lively events in the exhibition halls. More information, news and exhibitor databases are available at

[www.wire-tradefair.com](http://www.wire-tradefair.com)

# WAI Reports Strong Results from Interwire 2025 and Global Continuous Casting Forum

The Wire Association International Inc. (WAI) reports excellent results following the staging of its biennial Interwire Conference & Trade Exposition and its 4th Global Continuous Casting Forum (GCCF), held May 13–15 and May 12–15 respectively, in Hall A of the Georgia World Congress Centre, Atlanta, Georgia, USA.

WAI welcomed 3,386 visitors from 46 countries and 42 U.S. states. Attendees from 450 manufacturing facilities were represented, and 350 companies exhibited this year.

The collective programmes, which featured 85 speakers, offered a vast selection of topics. Both the conference sessions and the sold-out exhibition provided participants with boundless opportunities for fact-finding, exploring new manufacturing technologies, and networking throughout the week.

WAI’s 2025 President, Eric Bieberich, commented: **“Interwire 2025 lived up to this year’s theme—Shaping the Future of Wire Making, Uniting People & Technology—with courses and planning sessions focused on the wire and cable industry’s future. Keynote and conference sessions showcased technological advancements and leadership insights, while the show floor buzzed with business**

**opportunities, fostering collaboration, and leaving me optimistic about our industry’s future.”**

## During its Annual Meeting, WAI bestowed its highest honours on the following four award winners:

- Mordica Memorial Award: Emmanuel De Moor, Colorado School of Mines
- Donnellan Memorial Award: Thomas M. Heberling, formerly of Southwire Company
- President’s Award: Willem Sundblad, Oden Technologies
- WAI Champion Award: Andrea Pirondini, Prysmian

## Interwire 2025 Highlights Included:

- Pre-show, one-day Fundamentals of Wire Manufacturing course
- Keynote speaker Andrea Pirondini, CEO, Prysmian North America: Linking the Future: Driving Tomorrow’s Wire Solutions
- Keynote speaker Chris Tuff, best-selling author of The Millennial Whisperer: Creating a Culture of Connection
- Featured speaker Willem Sundblad, CEO & Co-Founder, Oden Technologies: The Future of Manufacturing
- Welcome Reception at Mercedes-Benz Stadium, hosting more than 1,000 guests

## New Additions This Year:

- Advanced Extrusion Workshop at Southwire’s Carrollton campus
- Fireside Chat with keynote speaker Chris Tuff and Rebecca Cranford, SVP,

- Southwire Company LLC
- Introduction of WAI’s new Education Centre
- Taste of the South Happy Hour and WJI Relaxation Lounge
- Global Roundabout station offering cultural food and beverage samples from various sponsors

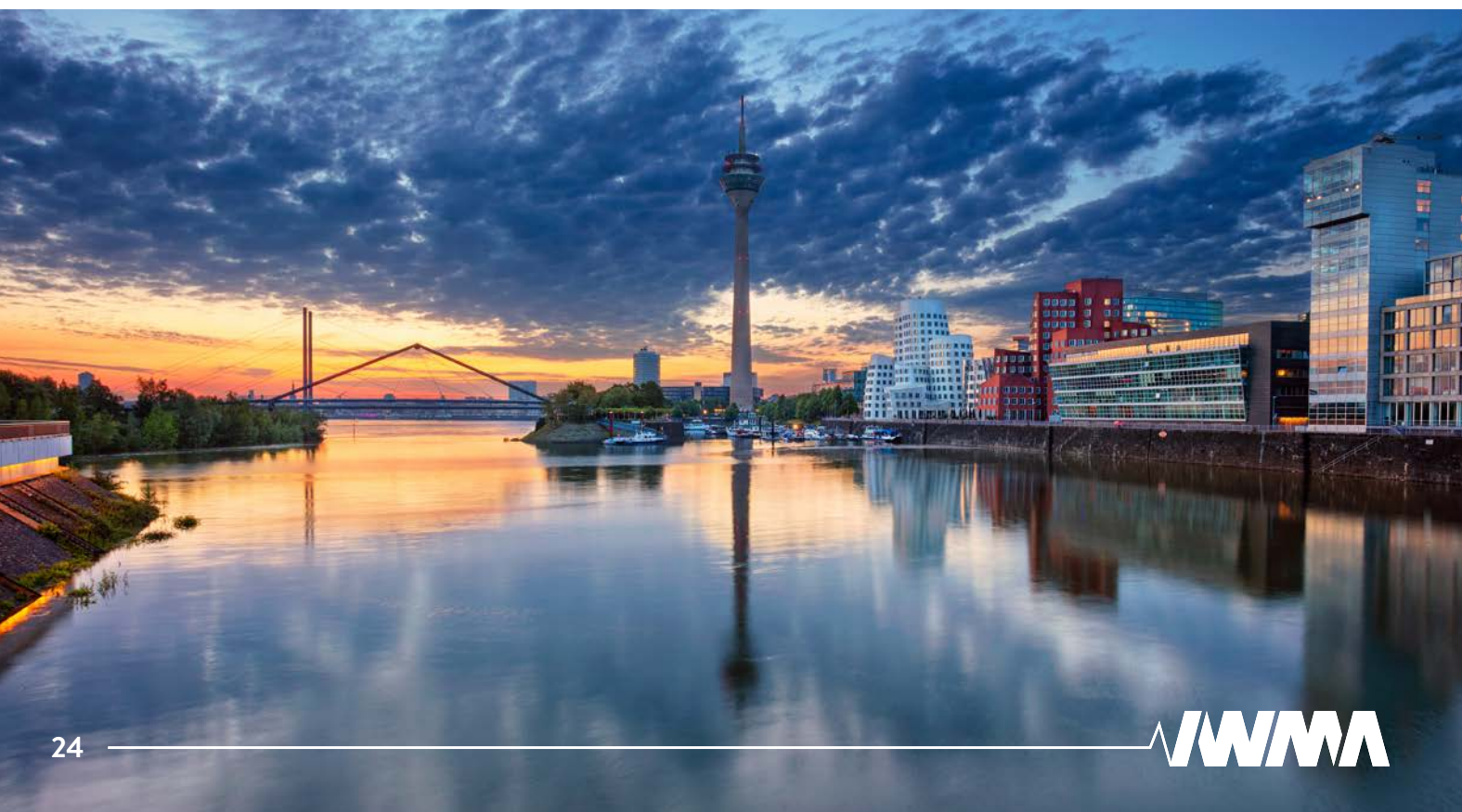
## Global Continuous Casting Forum (GCCF) Highlights Included:

- Networking receptions and awards dinner
- Aurubis Richmond plant tour
- Advances in Casting Technology
- Global Cu/Al/Scrap Markets
- Copper & Aluminum Technical Sessions
- Lubrication, Testing, Automation, and Safety Sessions
- Sustainable Operations & Panel Discussion

Chair Chris Tucker said: **“I’m extremely proud of what we achieved with this year’s Global Continuous Casting Forum at Interwire. Bringing together experts from across the global industry allowed for meaningful discussion on both current practices and emerging technologies. It’s a strong signal that this community is committed to progress.”**

The next staging of Interwire will take place May 4–6, 2027, at the Georgia World Congress Centre.

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





## SETIC POURTIER Reflect on Interwire 2025: A Standout Edition with Tangible Results



**Interwire 2025 was much more than just a trade show - it was a concentrated burst of opportunities, human connections, and commercial success.**

Thanks to meticulous preparation and a united team, we experienced an exceptional edition with back-to-back meetings, firm handshakes, genuine conversations, and increased visibility among key decision-makers in the North American market.

### A Technological and Strategic Showcase

Our solutions attracted strong interest, driven by today's major challenges: energy transition, data centres, connected devices, and electric vehicles.

It was a full-scale technology watch- to see, touch, compare, and understand. We gained direct insight into the market, its needs, and even its weak signals.

This year, we were proud to be an Elite Sponsor of INTERWIRE, because at SETIC & POURTIER, we are committed to advancing the wire and cable industry through innovation and collaboration. This sponsorship was aligned with our mission to foster industry growth and share cutting-edge technologies.

### A New Look for a New Chapter: SETIC & POURTIER Powering a Changing World

Interwire 2025 was the perfect stage to unveil our new visual identity.

With a refreshed logo and a complete rebranding of SETIC & POURTIER, we are embracing the future with clarity, energy, and purpose.

This new identity reflects who we are today:

- A global leader in cable manufacturing solutions
- A partner committed to innovation and sustainability
- A team united under a bold, modern vision

The feedback was overwhelmingly positive, and we're proud to see our new image resonate in the Mercedes-Benz Stadium with both long-time partners and new contacts.

At Interwire 2025, we didn't just showcase innovation - we celebrated a milestone. We again wish a happy birthday to SETIC & POURTIER of America, which proudly marked 35 years of presence in the U.S. market.

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

## Amokabel Announces the Acquisition of a Majority Stake in Innovaciones del Cable (IAC), Spain

**This strategic investment reinforces Amokabel's presence in the European cable market and expands its portfolio of specialised low voltage cable solutions.**

The acquisition strengthens production capabilities and allows us to better serve our customers with a broader range of specialised cable solutions. All our markets within the Amokabel Group can now also be served with products produced in Spain.

Founded in 1993, IAC Spain has built a strong reputation for designing and manufacturing high quality power, control, and instrumentation cables. With production facilities in Vallbona and Calanda, IAC has served diverse industrial sectors with a commitment to quality and innovation.

IAC's turnover is 35 million euros, and the company has 50 employees.

Xavier Rodríguez, Owner of IAC Spain, also expressed confidence in the new partnership:

*"Joining forces with Amokabel is a significant milestone for IAC. We are excited about the future and look forward to continuing to provide high quality cable solutions under the Amokabel umbrella."*

The current management in Spain will remain the same.

We are very glad to welcome our Spanish colleagues into the Amokabel family!

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

## AWI's 'Wired for Good' Campaign Hits £60k Milestone Following £5k Donation to Acorns Children's Hospice

**Acorns Children's Hospice has become the first charity to be recognised twice by a Black Country manufacturer's fundraising campaign.**

Alloy Wire International (AWI), a leading producer of round, flat and profile wire, has donated £5000 to the organisation as part of its ongoing 'Wired for Good' initiative, with the money helping deliver essential services to more than 780 children and over 1,000 families every year across the West Midlands.

It follows a £7500 donation three years ago and takes the total money given out by AWI to good causes to a massive £60,000.

Tom Mander, Managing Director of AWI, commented: "Acorns is one of the region's best-known charities and its work in supporting children with complex needs - across its three hospices and in the wider community - positively touches the lives of thousands of families at their lowest moments.

*"The decision to deliver a second donation from the 'Wired for Good' campaign was a unanimous decision from all 33 staff at our factories in Brierley Hill and in Yorkshire."*

He continued: *"This time we received a guided tour of the charity's Worcester hospice, and it really hit home the amazing work the Acorns staff do in some of the most testing of circumstances. Despite the seriousness of the conditions of many of the children, there was a really positive atmosphere and a real sense of togetherness."*

Acorns Children's Hospice provides specialist palliative care to babies, children and young people with life limiting and life-threatening conditions, as well as a range of practical and emotional support services for their whole family.

Children visit Acorns for rehabilitative respite, symptom management, emergency and end-of-life care. This care and support is provided by its three hospices, based in Birmingham, Walsall and Worcester, and in the community.

The organisation needs around £35,000 every day to provide its children's hospice care, with two thirds of that amount coming from generous donations and fundraising by the community and local businesses like AWI.

Abigail Coulson, Senior Partnerships Fundraising Manager at Acorns Children's Hospice, said: "We're extremely grateful to receive yet another amazing donation

from AWI and we were thrilled to welcome the team to our hospice in Worcester to see firsthand how their support is changing lives.

*"Without the help of generous supporters like AWI, Acorns couldn't be there for children and families in their greatest hour of need. Donations like this mean families across our region can continue to get the specialist care they not only need but deserve. A huge thanks to everyone at AWI for choosing to give Acorns this second generous donation."*

Alloy Wire International is one of the Black Country's fastest growing manufacturers, supplying round, flat and profile wire to a 6000-strong global customer base.

To celebrate its 75th year in business in 2021, the company launched its 'Wired for Good' campaign, with the aim of donating vital funds to local community groups and charities that are making a difference on the ground.

So far, this has seen the company support Mary Stevens Hospice, the Chris Westwood Charity for Children with Physical Disabilities, the Giving Hands Mission, Tough Enough to Care, Guide Dogs and Up and Downs.

[www.acorns.org.uk](http://www.acorns.org.uk)  
[www.alloywire.com](http://www.alloywire.com)



## FMS: How the RTM MP Telemetry System Has Set the Standard for Encoder Signal Transmission

To strengthen and expand our leading position in wire tension measurement and control, as well as wireless data transmission for stranding machines, we follow a clear strategy: we don't just follow trends - we actively shape them, as long as they fall within our area of expertise.

One such innovation was the RTM MP system - wireless signal transmission designed to replace defective or worn-out slip rings. Originally, the system was developed as a drop-in replacement for older bunchers/

twisters. Many of the original manufacturers no longer exist, leaving producers with major challenges when it comes to spare parts supply. They are often faced with a tough choice: scrap and replace a broken machine or accept the high costs of reconditioning slip rings and their required electronics. The alternative? RTM MP - a plug-and-play wireless system for secure transmission of analogue, digital, and encoder signals.

In the meantime, the system has also gained popularity among machine builders. Whether

for new equipment or repairs across all brands, many now rely on the RTM MP. It's easy integration and quick retrofitting offer significant advantages over vulnerable slip rings.

Originally designed for end users looking to extend the life cycle of their bow-type stranders, the RTM MP has since become standard equipment for OEMs - and that is a development few would have anticipated.

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





## Extrusion Line Inventory Update from Wire and Plastic Machinery Corp.



Wire & Plastic Machinery Corporation, one of the largest resellers of secondhand wire, cable, and optical fiber manufacturing equipment, has announced the arrival of several new extrusion lines to its inventory.

The company maintains a significant stock of more than 30,000 machines across eight facilities in the USA, spanning over three million square feet of warehouse space. Equipment is available both as individual components and complete lines, with the option for full reconditioning by Wire & Plastic Machinery's in-house engineering team.

The following extrusion lines are now available for inspection at the company's Morven, NC (NC3) warehouse:

### EXPL501 – Dual Wire Primary Foam Extrusion Line

Featuring 6"/4.5" Battenfeld Gloucester cascade extruders, American Kuhne 1.25" precoat extruders, Magpower vertical payoffs, wire straighteners, dual horizontal belt wrap capstans, helicord surface treatment, ovens, diameter/lump measurement systems, shaftless takeups, and control panels.

### EXPL500 – 3.5" Davis Standard Extrusion Jacket Line

Includes multiple shaftless driven payoffs, overhead accumulator, metering capstan, tape payoff and forming equipment, cold welder, chiller, caterpullers, gravimetric

blender, eddy current tester, diameter gage, spark tester, and takeups, among others. EXPL499 – 2.5" TEC Optical Fibre Sheathing Line.

Equipped with traversing reel payoff/takeup, catenary dancer, metering belt caterpullers, longitudinal tape payoff, concentric binder, vacuum pump, water troughs, and control systems.

### EXPL498 – 3.5" Davis Standard Optical Fibre Sheathing Line

Features include drag portal payoff, metering caterpuller, concentric binder, dual crossheads, dancers, circulation tanks, portal takeup, and full control panel assembly.

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

## Offshore Stainless Supplies Are Now on the Equinor TR2000 List

**Offshore Stainless Supplies, the leading UK manufacturer and stockholder of cold drawn bars, have been officially added to the Equinor TR2000 list.**

The Equinor TR2000 list is an internal manufacturing database maintained by Equinor, a Norwegian energy company. It contains a curated selection of qualified manufacturers and suppliers who meet Equinor's standards for providing specialist materials, components, or services, particularly in areas like piping, valves, and fasteners.

The approval specifically covers the manufacture and supply of NORSOK MDS D59/D59L Rev 3 Cold Drawn Bars,

producing UNS32760 Super Duplex strain-hardened bars for fasteners, and ensuring compliance and compatibility with the most stringent requirements.

Specialising in Stainless Steel, Super Duplex, and Nickel Alloys, Offshore Stainless Supplies are the only cold drawn bar manufacturer in the UK to be awarded the prestigious NORSOK accreditation, reinforcing their position as the UK's most trusted and reputable manufacturer and stockholder of cold drawn bars.

Offshore Stainless Supplies can cold draw bespoke long lengths with tight tolerances in round, hexagon, rectangular, and square sections to be used in the production of many of their customers' unique products such as fasteners, manifolds, and spring-



making applications – offering best-in-class lead times of 2 to 4 weeks for cold drawn product.

Furthermore, Offshore Stainless Supplies are the only UK company who can cold draw Stainless Steel, Super Duplex, and Nickel Alloy bars above Ø2.5". In fact, they have the capability to draw from up to Ø4.0" due to the size and power of their draw benches.

The technical sales team at Offshore Stainless Supplies like nothing more than learning about the uses of their strain-hardened bars and working with their customers to support the engineering challenges they present.

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

## Niehoff: This is How Sustainability Works

**Overhaul completed on Niehoff MMH 101 multiwire drawing machine, built in 2000.**

Whoever decides in favour of a Niehoff machine not only gets the latest technology, efficiency in all areas, and the best service, but also ensures the longevity and stable value of their machine. When it has been in production for years and has many operating hours behind it, an overhaul by Niehoff specialists is a worthwhile and sensible measure. In short, they bring the machine into as-new condition. This is what Niehoff understands by true sustainability. As an interesting extra, this can also increase the productivity of the machine.

After Niehoff specialists have modernised the machine – on which Niehoff gives a warranty of 12 months – its process reliability is even higher.

### Typical Case

The Niehoff modernisation team is constantly in action. One of the typical projects is a multiwire drawing machine type MMH 101, year of construction 2000, which came to Schwabach for its rejuvenation after 90,000 hours of use.

### Good Reasons for an Overhaul

After 40,000 hours in operation, the bearings of a machine have reached the end of their service life. If it continues to be operated, the risk of unexpected machine downtime increases. This is where overhaul comes in. It also prevents possible bearing damage, which in turn can cause very costly

consequential damage, such as damage to the gearboxes and bearing seats or the destruction of shafts and gears.

Niehoff also considers an important argument in favour of a timely overhaul to be that, after special modernisation measures by the Niehoff team, customers get the affected machines back in such a way that their productivity can be increased by up to 30%. Of course, Niehoff knows that the time factor plays a major role in production. As a rule, the professional overhaul of a Niehoff machine at the Niehoff premises takes only three weeks from the time the machine is switched off at the customer's premises until it is put back into operation there.

### Measures in the Case of the MMH 101

In Niehoff's MMH 101 project, the measures included a general overhaul of the mechanical part of the machine and new wiring. Overhauling the electrical part is particularly advisable when there are no longer any spare parts for control and drive components.

The machine was dismantled at its location, taken to the Niehoff headquarters in Schwabach and disassembled there. Afterwards, the components were cleaned and all bearings were replaced with new ones. In addition, the team installed new sealing flanges with labyrinth seals. Technically brought up to date, the machine underwent a final inspection before it was transported back to the customer.

Installation and recommissioning completed the successful overhaul of the Niehoff machine.

### Know-how and OEM Parts

Niehoff is convinced that Niehoff specialists are best able to overhaul Niehoff machines because:

- they know all the special features and even the smallest machine details,
- they have all the important and necessary data at their disposal,
- they are masters of their trade with a lot of experience.

A key factor that makes overhauls by the Niehoff team of experts so successful is the fact that Niehoff manufactures the spare parts needed for any overhaul in-house and in OEM quality.

Niehoff relies entirely on itself for that. This also applies to bought-in parts, because Niehoff guarantees that they meet the high Niehoff quality standards.

### True Sustainability and Higher Performance

If you operate Niehoff machines, Niehoff's modernisation measures can help you to manufacture in an energy- and resource-efficient way. Niehoff will be happy to discuss with you exactly which verifiable increases in performance can be achieved in each individual case. And one thing is certain: modernisation is worthwhile for you too.

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



## Welding and Deburring Every Second – “Because Patience is for Others”

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The iDEAL flash butt welding machine type AS0 015 V-S EV offers you maximum productivity and reliability for industrial applications.

No matter what your individual welding requirements are – we will find the right solution together.

Don't hesitate to contact us! We are happy to advise you and support you in implementing the best solution for your project.

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





## Ajex & Turner Wire Technologies Showcases Innovation and Expertise at Interwire 2025

With over 50 years of experience in the wire and cable industry, Ajex & Turner Wire Technologies has built a global reputation for precision tooling and die solutions. The company now supplies its products to more than 80 countries and continues to evolve its offering to meet the demands of a fast-moving market.

At Interwire Atlanta 2025, Ajex & Turner reported a strong presence, engaging with both long-standing clients and new contacts. The event provided an opportunity to

highlight recent developments and reaffirm the company's commitment to tailored, high-performance solutions.

Among its key innovations is the Nano Split Die, which combines high-precision nano coating with quick-change die technology for increased efficiency on the production floor. This sits alongside a broader product range that includes Nano Pressure Dies, extrusion tooling, enamelling dies, and advanced Nano Dies designed for durability and surface finish.

Ajex & Turner also manufactures a wide range of machinery, including butt welding machines, polishing units, grinding equipment, and pointing machines – all designed to support reliability and ease of operation in manufacturing environments.

With a continued focus on quality, technical advancement, and affordability, the company remains a notable presence in the global tooling and equipment landscape for the wire and cable industry.

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

## Maillefer: New Innovation in Power Cable Solutions



In the ever-advancing world of power cable manufacturing, process optimisation and quality assurance are key. A notable new development is the introduction of the By-Product PreFilter – a critical component designed to improve efficiency in nitrogen gas circulation systems.

The PreFilter plays a vital role in maintaining the performance and cleanliness of the gas loop. It effectively collects and reduces the build-up of residue, ensuring smooth operation and safeguarding cable surface quality throughout the production process.

Constructed as a pressure-rated vessel, the unit comprises a container body with multilayer chambers, integrated cooling systems, pipework, instrumentation, and valves. This robust assembly is highly efficient in collecting by-products that could otherwise compromise performance.

A sequence-controlled valve automatically releases liquid waste into a designated collection tank, and the unit can be easily disconnected for cleaning – reducing downtime and supporting streamlined maintenance.

The benefits of incorporating a PreFilter into your production line are substantial:

- Longer running lengths
- Extended intervals between maintenance cycles
- Reduced surface defects on finished cables
- Optimised heat exchange within the gas cooling circuit
- Efficient removal of by-products

By ensuring a consistently clean gas environment, the PreFilter enhances both productivity and end-product quality – helping manufacturers meet the increasingly stringent demands of the global power cable market.

**New in Fibre Optics- OEL 42 – FO Line for Drop Cable**

This line configuration expands the fibre optic portfolio for indoor cable applications. It features well-proven technology and innovative capabilities. The line produces all fibre optic indoor cables, including tight buffers, simplex/duplex, drop cables,

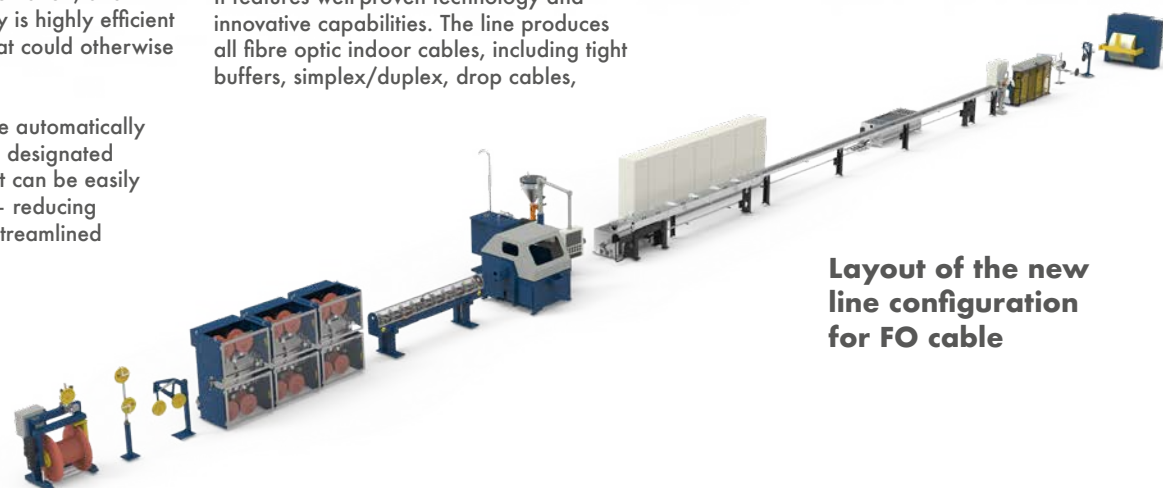
and distribution cables. The high-speed fibre pay-offs handle bare fibres, tight buffers, and even reinforced elements such as FRPs and aramid yarns.

The extruder's high output provides homogeneous and linear flow with all plastic materials used in FO cable production. The brand-new TM1250 take-up operates with a wide range of reels and cables, while maintaining a compact footprint. All components can be integrated with existing machinery to transform any loose tube line into a flexible, multipurpose line.

### Benefits

- Flexible line configuration for different FO cables, including drop cable
- Well-proven extrusion technology
- Space-saving take-up for wide reel and product range

[www.maillefer.net](http://www.maillefer.net)



Layout of the new line configuration for FO cable



## AJEX & TURNER WIRE TECHNOLOGIES

INNOVATIVE PRECISION FOR WIRE EXCELLENCE

### NATURAL DIAMOND DIES

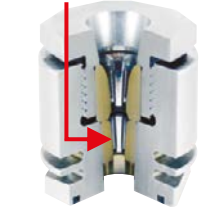


VNT NANO DIE CONTACT WIRE DIE SECTOR DIE

### PRESSURE DIE FOR ACS CONDUCTOR



### VNT NANO COATED



TC/VNT NANO COATED PRESSURE DIES

### EXTRUSION TOOLS



ENAMELING DIES

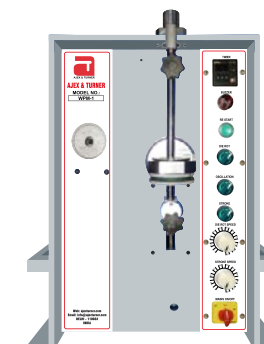
Wiping pads for eliminating excess zinc in galvanization



### LMBS-300: MICROSCOPE



### ULTRASONIC CLEANER



### WPM-1 (WIRE TYPE SIZING & POLISHING)



### TCD-11 FULLY AUTOMATIC



### SAU-AT-150 (FULLY AUTOMATIC)



### CONTACT TUBES & CONTACT BANDS

Carbon Bows



### CARBON & STEEL BUNCHER BOWS



### CERAMICS & SPIRAL BRUSHES



## Pentre Group Continues with Investment in the Plastic Injection Moulding Division

Pentre Group is pleased to announce the completion of the cell with the addition of a new 800-tonne Wintec injection moulding machine. This investment increases the clamping force from 650 to 800 tonnes, enhancing our production capabilities.

Industrial Reels became part of Pentre Group in 1995, and we continue to produce a wide range of plastic reels – from the standard DIN range to bespoke designs tailored to our partners' specific needs. We supply customers across the UK, EU, and international markets.

The Wintec t-win 8500-11000, integrated with an ENGEL Viper robot, it is the perfect machine for Pentre Group's requirements of high output, consistent part quality, and energy efficiency.

The two-platen machine offers a compact design, using less factory space.

The Wintec features a proven design, with premium components that will reduce wear on the machine, helping to extend its service life of 15 to 20 years.

Robin Hornsby, Regional Sales Manager  
ENGEL says

*"Wintec delivers a standardised solution, enabling a short time to market, which fully meets Pentre's requirements. Being part of the ENGEL group means the quality and reliability of the Wintec will be second to none, ensuring high efficiency and ultimately a profitable investment for Pentre".*

For further information or enquiries, please review the website or email [sales@pentregroup.com](mailto:sales@pentregroup.com) for more information.

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



## Rautomead Introduces New Solution for Small-Batch Alloy Rod Production

Rautomead has unveiled its latest development: the IC400, a precision-engineered Induction Heated Break Ring Continuous Casting machine designed specifically for producing nickel, iron, and cobalt-based alloy rods.

Tailored for applications such as additive manufacturing, research and development, and other low-volume production needs, the IC400 enables batch sizes starting from just 10kg and supports casting diameters from 2.5mm upwards.

In addition to the equipment itself, Rautomead now offers a toll casting service using the IC400, allowing customers to access high-quality rod production without the need to invest in machinery. This service is ideal for alloy trials, specialist supply requirements, or as a flexible second-source solution.

For more information, visit:  
[www.rautomead.com](http://www.rautomead.com)



## MAAG Group Successfully Completes the Acquisition of SIKORA AG



MAAG Group is pleased to announce the successful completion of the SIKORA AG acquisition, a leading manufacturer of innovative measuring, control, and sorting technologies. The aim of the partnership is to leverage joint synergies in a targeted manner and to strengthen the position of both companies in the long term.

With the successful completion of the transaction, MAAG and SIKORA will now combine their expertise to leverage new technological and geographical synergies, aiming at offering innovative solutions while providing expanded global support to customers.

Ueli Thuerig, President MAAG Group, explains: *"We are very pleased about this partnership. By combining our strengths and expertise, we are ideally positioned to create additional value for our customers, drive innovation in a targeted manner, and promote the long-term growth of both companies."*

Dr. Christian Frank, CEO of SIKORA, comments on the closing: *"We are proud to be officially part of the MAAG family now. This partnership goes far beyond standard cooperation – it is based on a shared commitment to*

*innovation, entrepreneurial spirit, and sustainable action, which form the foundation for long-term success. It marks an important step in our shared future, opens up a wide range of opportunities, and strengthens our ability to develop innovative solutions. We look forward to working with MAAG to continue our success and growth in a sustainable way."*

[www.sikora.net](http://www.sikora.net)

## Temco Wire Products Invests in Energy Efficiency with Voltage Optimisation Unit

**With UK industrial energy costs currently 50% higher than the EU and a staggering 125% higher than the US, every business's individual drive towards Net Zero can deliver real bottom-line benefits.**

Environmental capital investments typically offer paybacks in under five years. Here at the IWMA, we're pleased to spotlight one such initiative from our member company Temco Wire Products Ltd, based in Cinderford in the Royal Forest of Dean – where sustainability really is in the air!

TEMCO Installs Voltage Optimisation Unit to Reduce Energy Consumption and Environmental Impact

Temco has successfully completed a 12-month project to install a voltage optimisation (VO) unit at its Cinderford site, aiming to significantly cut both energy consumption and environmental impact.

In late March 2025, the final preparations were made, and the VO unit was installed. With guaranteed savings of 8%, and real-world results expected to deliver between 10–15%, the unit is set to make a noticeable difference. As one of the company's highest costs since 2022, energy usage will now be reduced – with an immediate and positive effect on the bottom line.

The payback period, based on historic usage, is estimated at just 15 months, with the system going live on 31st March 2025.



### Real-World Results in Action

The image above shows the VO unit up and running, ready to track savings throughout April 2025. At present, Temco is reducing input voltage by 8% – from 244V to 224V – with the potential for further reductions. If no issues arise with on-site equipment during this initial test phase, the company plans to implement additional voltage reductions starting in May.

This proactive step highlights Temco's commitment to energy efficiency and long-term sustainability.

[www.temcowireproducts.co.uk](http://www.temcowireproducts.co.uk)

## Mathiasen Machinery, Inc. Secures Exclusive Contract to Sell Southwire Continuous Copper Rod Manufacturing Line

**Mathiasen Machinery, Inc., has secured an exclusive agreement with PLASINCO Group Ltda. to offer a complete Southwire Continuous Copper Rod manufacturing line – a rare and valuable asset in the secondary machinery market.**

Currently installed but never put into production, this sophisticated system is in São Paulo, Brazil, and is immediately available for dismantling and shipment. Designed to produce up to 180,000 tons of copper rod annually, the line includes a 2,427 mm casting wheel, a 14-stand rolling mill, and an 1,800 mm coiling system – components that reflect the high-capacity, high-efficiency standards of Southwire engineering.

This offering represents a unique chance for manufacturers looking to expand or modernise copper rod production with equipment that balances performance and value. Full support for dismantling and reinstallation is available, ensuring a smooth transition from acquisition to production. For additional details, visit

[www.mathiasen-machinery.com](http://www.mathiasen-machinery.com)



## Smarter Spring Solutions – Special Offer Until September 2025

Looking to upgrade your spring production capabilities? Now is the time. HTC Machinery, one of Taiwan's leading manufacturers in the spring machinery sector, has announced an exclusive European promotion in partnership with distributor Manentimacchine. Their advanced 12-axis PX series is now available at a reduced price until 30th September 2025 - an ideal opportunity for companies looking to invest in speed, precision, and reliability.

**Two Models, One Smart Investment**  
The PX series includes two versatile models:

- **HTC16PX** – for wire diameters from 0.4 mm to 1.6 mm
- **HTC30PX** – for wire sizes ranging 0.8 mm to 3.0 mm

With 12-axis functionality, both machines offer exceptional control and flexibility across a wide range of coiling applications.

### Automation that Delivers Results

Designed for efficiency, the PX series features a programmable servo centre slide that self-adjusts to wire diameter changes in real time - streamlining setup and boosting production stability. An automatic lubrication system reduces ongoing maintenance, while the integrated pre-tensioning unit helps ensure consistently high spring quality. For advanced requirements, an optional 3D torsion module with "One Tool for All" compatibility allows for rapid tool changes - minimising downtime and enhancing versatility.

### Compact, Capable, and Cost-Effective

Thanks to smart engineering and space-saving materials, PX machines are compact yet powerful. Their high operating speeds, ease of use, and intelligent features make them a smart investment for spring manufacturers focused on long-term performance.

For further details or to take advantage of this limited-time offer, contact the team at Manentimacchine today.

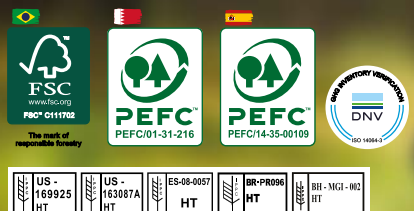
[www.manentimacchine.it](http://www.manentimacchine.it)



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Our Members: June 2025





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HALF PAGE AD (LANDSCAPE)	£750	£1,350	£1,950	£2,250
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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.

## SUBMISSION DEADLINES for 2025 magazine content

### ~~March 2025 Edition~~

~~PR/Editorial deadline: 31st January~~  
~~Advertisements deadline: 14th February~~

### ~~June 2025 Edition~~

~~PR/Editorial deadline: 2nd April~~  
~~Advertisements deadline: 23rd April~~

### September 2025 Edition

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

### December 2025 Edition

PR/Editorial deadline: 3rd October  
Advertisements deadline: 17th October

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



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