

# IWMA INSIDER

THE OFFICIAL IWMA WIRE & CABLE MEMBER MAGAZINE

MARCH 2025

HONOURING THE PAST,  
EMBRACING THE FUTURE

A LEADERSHIP TRANSITION MARKING RENEWAL,  
GROWTH, AND GLOBAL AMBITION FOR THE IWMA



/ WIRE EURASIA AND INTERWIRE HIGHLIGHTS  
/ 2025 FORECASTS: INNOVATION, CHALLENGES & CHANGE  
/ INSIGHTS & STORIES FROM ACROSS OUR MEMBERSHIP

NETWORK / INNOVATE / DISCOVER

**IWMA**  
YOUR INDUSTRY INSIDER

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Email: Sales@temco-wire.com  
For more information visit <https://temco-wire.com>

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CONDUCTORS

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



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# President's Welcome



**Dear Members, Partners and Friends, Welcome to the first edition of IWMA Insider for 2025.**

As we look to the year ahead, I feel both a strong sense of pride in all we have achieved and a genuine excitement for what's to come. Our industry continues to demonstrate resilience, innovation, and an enduring spirit of collaboration—even in the face of shifting global conditions. While some sectors may experience temporary slowdowns, we know that demand for wire and cable remains robust, powered by rapid advancements in infrastructure, connectivity, data centres and emerging technologies.

This year marks an important transition in the IWMA's leadership, as we formally welcome a new Chairman and Treasurer. I would like to extend my heartfelt thanks to Don Neville and Peter Large, whose three-year terms as Chairman and Treasurer have been nothing short of outstanding. Their guidance has helped the IWMA to grow stronger, more strategic, and better connected to the global industry. We are fortunate that both Don and Peter will continue to serve on the Management Committee, ensuring their invaluable expertise remains close at hand.

Taking up the baton are two highly respected industry figures: Willibert Dautzenberg, CEO of ACOTEQ, joins us as our new Chairman, and David Robinson, Managing Director of XL Technologies, as Treasurer. Both bring exceptional insight, energy, and leadership experience to the IWMA, and I am confident they will steer the Association forward with purpose and vision. I'm very much looking forward to working with both Willibert and David as we continue building on the strong foundations laid by their predecessors.

You can get to know our new Chairman, Willibert Dautzenberg, in an exclusive interview on **page 8**, where he shares his vision for the IWMA and insights into the future of our industry.

This is also a jam-packed issue of Insider, full of updates, insights, and industry news to set the tone for the year ahead. Inside, you'll find information on two key upcoming exhibitions—wire Eurasia and Interwire—as well as not one, but two exclusive articles from CRU offering expert analysis on **pages 32 & 33** and **34 & 35**. We're also delighted to feature an interview with Daniel Ryfisch of Messe Düsseldorf on **page 16**, where he introduces the exciting new Metalflo Alliance Saudi Arabia exhibition, expanding the global footprint of our sector.

Our commitment to supporting members across the globe remains steadfast—from providing a platform for emerging talent, to facilitating valuable networking, to expanding our international event presence. This October, we look forward to our Wire & Cable Conference in Krakow, Poland—a unique opportunity to connect knowledge,

academia, and industry in a historic and vibrant setting.

A reminder that the deadline for submitting abstracts is fast approaching on 31st March, so if you would like to share your expertise on the international stage, now is the time. Tickets for the event will go on sale in April, and we look forward to welcoming delegates from across the global wire and cable community.

Behind the scenes, the IWMA continues to thrive thanks to the dedication of our office team. My appreciation goes to Jessica Bennett (Executive Manager), Katie Houston (Marketing Executive), Eden Maye (Administrator), and a warm welcome to Olivia Pearce, who joins us as Events & Marketing Assistant at a very exciting time.

As we embrace this new chapter, I remain optimistic about the future of both our Association and the industry we proudly serve. Thank you for your ongoing support—I look forward to sharing the journey with you in the months ahead.



**Warm regards,  
Bernd Lohmüller  
President, IWMA**

## IWMA 2025 Event Schedule

**IWMA WIRE**  
NETWORKING MEXICO

**wire Mexico Networking Event | Monterrey, Mexico**  
Wednesday 12th February 2025

**IWMA**  
INDUSTRY LUNCH UK

**IWMA Industry Lunch UK | Manchester, UK**  
Wednesday 19th March 2025

**IWMA WIRE**  
NETWORKING EURASIA

**wire Eurasia Networking Event | Istanbul, Türkiye**  
Thursday 10th April 2025

**IWMA**  
INDUSTRY LUNCH GERMANY

**IWMA Industry Lunch Germany | Düsseldorf, Germany**  
Thursday 5th June 2025

**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 2025 | London, UK**  
Friday 21st November 2025



# Recognising Rising Talent: IWMA Young Employee of the Year 2025 Winner Revealed!

**The IWMA was delighted to honour the outstanding young talent within the wire and cable industry at this year's IWMA Industry Lunch, held on 19th March 2025 at the Concorde Conference Centre, Manchester. With over 100 industry professionals in attendance, the event provided the perfect setting to recognise the next generation of leaders, innovators, and rising stars.**

One of the most anticipated moments of the afternoon was the announcement of the IWMA Young Employee of the Year Award 2025, celebrating exceptional contributions from young professionals who have demonstrated remarkable commitment, leadership, and innovation in their roles.

This Year's IWMA Young Employee of the Year Award was awarded to Jonas Borgolte, Head of Engineering at FUHR GmbH & Co. KG.

Jonas' achievements at FUHR Rolling Mills have been nothing short of exceptional. Since joining the company in 2019 as a mechanical engineer, he has risen rapidly through the

ranks, becoming Head of Design within just three years. His impact on the company has been profound, particularly in leading the standardisation of machinery design, which has enhanced efficiency, reduced costs, and improved quality across the organisation.

Beyond his technical expertise, Jonas introduced continuous improvement process (CIP) management at FUHR, fostering a culture of innovation and operational excellence. His commitment to the company goes far beyond expectations—working closely with both internal teams and customers to drive progress and implement practical solutions.

A dedicated mentor and leader, Jonas is highly respected by his colleagues and has played a key role in developing future talent within his organisation. His ability to balance technical brilliance with strong leadership and strategic thinking made him a standout candidate for this year's award.

The 2025 shortlist was filled with outstanding young professionals, each of whom has made significant contributions to their organisations and the wider industry.

Congratulations to Eemil Koso, Team Leader Customer Support & Services at Maillefer Extrusion OY, Brandon Palmer, Design Engineer at Pentre Group Ltd, and

Aphitchaya Senayothi, Government Sales Representative at Bangkok Cable. Each of these finalists has demonstrated exceptional skill, commitment, and leadership, making the judging panel's decision incredibly difficult.

**IWMA Chairman Willibert Dautzenberg praised all those nominated, saying:**

***"The calibre of nominations this year was outstanding. It's inspiring to see so many talented young professionals driving innovation and excellence in our industry. The future of wire and cable is in good hands."***

The IWMA Young Employee of the Year Award continues to highlight the importance of nurturing young talent and recognising those who go above and beyond in their roles. With rising stars like Jonas and the other finalists leading the way, the future of wire and cable looks brighter than ever. A huge congratulations to Jonas, and all the shortlisted candidates!

**Applications for the 2026 IWMA Young Employee of the Year Award will open in October 2025.**

# Stephen Wood Retires After Outstanding Service to the IWMA



**After more than three decades of dedicated service, the IWMA bids a fond farewell to Stephen Wood, who has officially retired from his roles within the association.**

Stephen has been a familiar and respected figure in the IWMA, having served on the Board of Directors since 2016 and the IWMA Educational Trust Committee since 2014. His commitment to the association, however, stretches back even further. He held the role of Vice Chairman from 2005 to 2007 before being elected Chairman from 2008 to 2010. Most recently, Stephen served as Treasurer from 2019 to 2022, guiding the IWMA through the unprecedented challenges of the COVID-19 pandemic with clarity, confidence, and collaboration.

During his tenure as Chairman, Stephen oversaw a major refresh of the IWMA brand, launching a new logo, website, and an electronic version of the WCN magazine – significant milestones that marked a new chapter for the organisation. He was also instrumental in the planning and delivery of the highly successful IWMA Technical Conference held in Istanbul in 2009 – a standout event in the association's history.

Stephen's long-standing involvement with the IWMA Educational Trust has been equally impactful. A passionate advocate for training and development, he worked tirelessly to support and promote newcomers to the wire and cable industry.

His influence extended far beyond board meetings. Stephen was a global ambassador for the IWMA, regularly representing the association at international exhibitions and strengthening ties with partners such as Messe Düsseldorf. His technical expertise, particularly in the ferrous sector, and his unmistakable tenacity and fiery spirit have left a lasting impression on all who have worked with him.

Stephen's retirement leaves big shoes to fill, and he will be sorely missed by the Executive Management Committee and Board of Directors. On behalf of the entire IWMA membership, we thank Stephen for his outstanding contribution, unwavering commitment, and passionate service to the industry. We wish him every happiness and success in his well-earned retirement.





# New Chapter for the IWMA: Willibert Dautzenberg's vision for the future

**As he steps into his role as Chairman of the IWMA, Willibert Dautzenberg is focused on reinforcing the Association's role as an essential industry resource. His decades of technical expertise, global experience, and commitment to collaboration make him ideally equipped to enhance the value IWMA provides to its members.**

*"The IWMA is an influential, global organisation within the wire and cable industry, so becoming Chairman is both a great honour and a significant responsibility", he says. The industry is evolving rapidly and my role as Chairman is to ensure IWMA remains not only relevant but indispensable. I will have the privilege of leading and supporting this excellent IWMA team for three years in which we must support our members by helping them connect, learn, and succeed in an increasingly complex industry landscape. I will also promote collaboration across other associations and encourage knowledge-sharing forums, ensuring that all members, from small businesses to large corporations, have access to the latest industry trends, technologies, and practices."*

Willibert follows in the footsteps of previous chairmen who have guided the Association through some interesting times, most recently Martin van der Zwan, who ensured IWMA's survival through COVID-19, and Don Neville, who modernised communication channels with, amongst other things, the launch of Insider magazine. Now, Willibert is preparing to navigate the unique challenges and opportunities of his own tenure, ensuring that IWMA continues to evolve in a way that serves its members effectively.

One of Willibert's key priorities is expanding the IWMA's membership base through networking and knowledge-sharing initiatives. *"Conferences, forums, and industry events provide opportunities to meet people who might say something that sparks a new idea or offers a different perspective," he explains. "It's not just about industry knowledge, it's about sharing ideas and discussing the future together."* IWMA members benefit from access to exclusive events, technical seminars, and discussions with leading experts; under Willibert's leadership, the Association will focus on enhancing these opportunities, ensuring that members not only gain insights into the latest technological advances but also build valuable professional relationships.

*"And of course, there's the added bonus of dinner dances and great networking lunches!" he adds with a smile.*

Education is at the heart of Willibert's vision for IWMA, which has long been committed to nurturing young talent through its educational initiatives and sponsorship programmes. *"Supporting young people in the industry is essential," he says. "We need to do more to attract and train the next generation, ensuring that essential expertise is passed on."* Under his guidance, the Association will strengthen its efforts to support emerging engineers, technicians and professionals with mentorship opportunities, scholarships, technical training programmes or partnerships with academic institutions to ensure that the workforce is ready for the challenges and opportunities ahead. *"By investing in young professionals today, we can secure the future of our industry," he says.*

Another critical role of the IWMA is helping members navigate international trade and regulation. *"We're here to assist members with major global challenges, whether it's the latest round of US tariffs, European regulatory changes, or post-Brexit trade complexities,"* Willibert explains. Going forward, he plans to expand the Association's efforts to provide expert insights, regulatory updates, and strategic guidance to help businesses adapt and thrive in a shifting global market. *"We will always be a source of support in the face of international trade and industry challenges, whether in person at events, through our website or of course in our magazine. It's called Insider for a reason!"*

Digital transformation is reshaping industries worldwide, and Willibert is committed to ensuring that IWMA members stay ahead of the curve. *"The biggest challenges lie in integrating Industry 4.0 & 5.0 technologies, automation, artificial intelligence, the Internet of Things (IoT), and data analytics into our processes,"* he explains. *"Automation isn't just the future of the wire and cable industry; it's essential for quality assurance, efficiency, and addressing the ongoing shortage of skilled workers."* As the founder and CEO of ACOTEQ, a company at the forefront of automation and custom production solutions, Willibert has first-hand experience modernising outdated systems. His expertise makes him ideally placed to help IWMA members adopt the latest advancements in automation and digital technology. *"AI can't insulate a cable, but it can optimise production processes," he points out. "This is a cautious industry, and new technologies must be tested and proven before full adoption. My goal, and that of IWMA, is to help*

*members understand how these innovations can drive efficiency, cut costs, and improve decision-making - step by step, and in a way that makes sense for their businesses."*

Sustainability is another key area in which Willibert will drive progress. At ACOTEQ, his entire company operates on 100% renewable energy, and he is eager to help IWMA members embrace similar efficiencies. *"We analyse energy consumption and distribution, supporting businesses in reducing waste - whether it's power, water, or air,"* he says. *"It's not just about following regulations; it's about making smart, long-term improvements. Advancing knowledge about sustainable manufacturing practices is a high priority for me, as is supporting our members during the industry's transition to more environmentally friendly production methods, reducing energy consumption, minimising waste, or exploring innovative materials that have a lower environmental impact. This subject is increasingly important as industries worldwide face pressure to reduce their carbon footprint."*

Willibert's leadership philosophy is clear. He sees himself not as a solitary decision-maker but as part of a collective. *"I am a leader that believes in cooperation, I see myself as the spokesman, the captain of a strong team. Decisions should always be made collaboratively."* His dedication to teamwork extends beyond the IWMA and ACOTEQ; he is also a passionate supporter of his hometown football team and he has stood by them through over a decade in the lower leagues. *"Supporting a team, in good times and bad, teaches you a lot about patience and resilience,"* he says.

For existing and potential IWMA members, Willibert offers a clear message: *"The wire and cable industry is constantly adapting to new challenges and opportunities, and IWMA is here to support its members through every stage. Whether it's networking, education, or industry insights, our role is to ensure that our members stay informed, connected, and prepared for what lies ahead. Over this three-year period, we will focus on maximising the benefits for IWMA members and partners, strengthening our position as the platform for technological innovation, sustainability, and global expansion. Our goal is to provide a framework that enables success and long-term growth."*



## A Fantastic Day of Industry Connection: IWMA Industry Networking Lunch, UK 2025

**The IWMA Industry Networking Lunch, UK 2025, held on Wednesday 19th March at the Concorde Conference Centre in Manchester, was a standout occasion on the IWMA calendar – bringing together members, colleagues, and partners from across the wire and cable industry for an afternoon of celebration, insight, and connection.**

Set beneath the iconic British Airways Concorde aircraft, the event began with networking drinks, canapés, and guided tours of the plane itself – offering a rare opportunity to explore one of aviation's most legendary aircraft while connecting with fellow industry professionals in such a unique setting.

Following a warm welcome, guests enjoyed a series of insightful presentations. Steve Smith, IWMA Technical Sub-committee Chairman, delivered a Technical & Educational Update, including details of the IWMA wire Education Awardee Programme for wire Düsseldorf 2026.

This was followed by Professor Beata Smyrak of AGH University in Kraków, who gave an exciting preview of the Wire & Cable Kraków 2025 conference programme, taking place on 14th October 2025.

Guests then enjoyed lunch before we celebrated the IWMA Young Employee of the Year Award, presented to Jonas Borgolte, Head of Engineering at FUHR GmbH & Co. KG, in recognition of his exceptional contribution to the industry.

A highlight of the day was the formal welcome of our new leadership team. Willibert Dautzenberg, CEO of ACOTEQ,

joins us as IWMA Chairman, and David Robinson, Managing Director of XL Technologies, as our new Treasurer. Both bring outstanding insight and energy to the Association.

The event concluded with a fascinating keynote from John Tye, former British Airways Concorde pilot, who shared captivating stories from his remarkable career.

A huge thank you to everyone who attended, and to our sponsors – Maschinenfabrik NIEHOFF GmbH & Co. KG and Pentre Group – for their generous support.

We're now looking forward to our next IWMA Industry Lunch in Germany on 5th June 2025 – more information can be found on **page 13**. And of course, we'll be back in the UK for the next edition of this event on 18th February 2026 – keep an eye out for more details to be released in due course.



# wire Mexico 2025: A Successful Member Pavilion Debut for IWMA

**IWMA was delighted to host its first-ever Member Pavilion at wire Mexico 2025, marking another exciting milestone for our association. The exhibition proved to be a fantastic opportunity to connect with industry professionals, strengthen global relationships, and support our member companies in showcasing their expertise.**

With six of our IWMA member companies exhibiting alongside us—Conoptica AS, Mathiasen Machinery, Inc., Mikrotek Machines Ltd, Q8Oils, Shanghai KECHEN - KCM, and Dongguan Angreen New Materials—the pavilion provided a valuable hub for industry collaboration.

A highlight of the week was the IWMA Networking Evening at El Lingote Restaurant, Monterrey, where members from around the world came together for an evening of great food, engaging conversations, and meaningful connections. The relaxed

setting provided the perfect backdrop for networking, and we were thrilled to see so many familiar and new faces. Here are some photos from a great evening, capturing the fantastic atmosphere of the night!

We extend a huge thank you to our members, visitors, and industry partners who contributed to the success of this year's wire Mexico. We look forward to seeing you at our upcoming IWMA events throughout the year as we continue to support the global wire and cable community.



**IWMA**  
INDUSTRY LUNCH GERMANY



## Join Us at the First IWMA Industry Networking Lunch in Germany!

**We are delighted to announce that tickets are now on sale for the IWMA Industry Networking Lunch 2025, Germany, taking place on Thursday, 5th June, at the historic Seifenfabrik Dr. Thompson's in Düsseldorf.**

Set in a historic former soap factory dating back to the 19th century, this distinctive venue was once home to Dr. Thompson's Siegelwerke, 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—offering the perfect setting for an afternoon of industry networking!

### What to Expect:

- Networking Reception – Build new connections and reconnect with industry peers.
- Expert Guest Speakers – Gain valuable insights from influential voices in the sector.
- BBQ Lunch – Enjoy a delicious selection of BBQ dishes in a relaxed and informal setting

### Book Your Tickets Now!

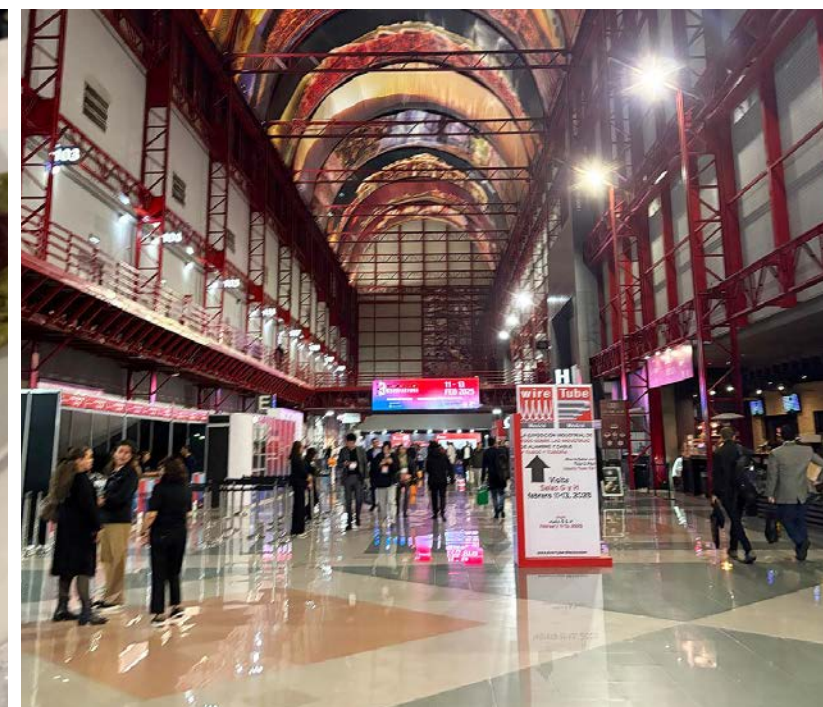
Tickets are priced at €105 per person and can be purchased at [www.iwma.org/events](http://www.iwma.org/events). Each ticket includes access to a full day of networking, industry insights, and lunch.

### Why Not Explore Our Sponsorship Opportunities?

Boost your brand's visibility and showcase your commitment to the industry by sponsoring the event! Explore a range of sponsorship opportunities designed to maximise your exposure.

Opportunities are available on a first-come, first-served basis. To secure your sponsorship or learn more, contact Katie Houston at [katie@iwma.org](mailto:katie@iwma.org)

The full Industry Networking Lunch event schedule will be released soon—stay tuned! In the meantime, don't miss out—secure your place today by booking your tickets at [www.iwma.org/events](http://www.iwma.org/events)





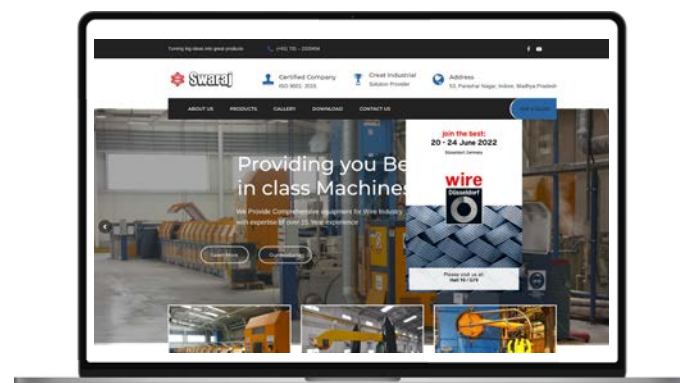
# Welcome to our new IWMA Members



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Swaraj Technocrafts Pvt. Ltd. is a renowned manufacturer of wire industry equipment in Central India, known for quality, cutting-edge technology, and compact designs. It represents the next generation of wire drawing machines and auxiliary equipment.

Based in Pithampur, Central India's largest industrial hub, also known as the Detroit of India, the company is an ISO 9001:2015-certified manufacturer, certified by TÜV Nord in 2006 and accredited for CE Marking by Underwriters Laboratories (UL) and TÜV Nord.



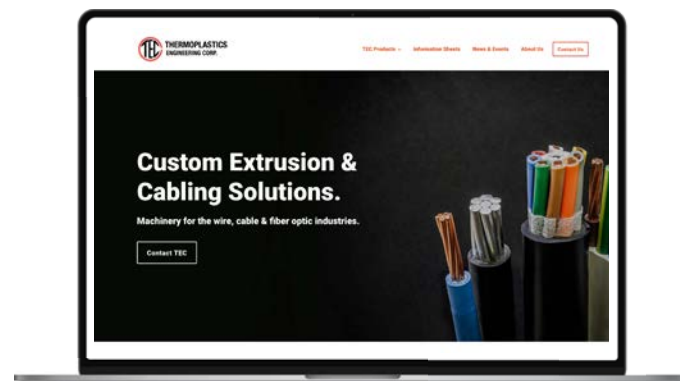
[www.swarajtechnocrafts.com](http://www.swarajtechnocrafts.com)



## Thermoplastics Engineering Corp.

TEC is a trusted supplier of extruders, cablers, respoolers, payoffs, take-ups, and a wide range of wire, cable, extrusion, and fibre optic machinery. They custom-build machinery to customer specifications, leveraging an experienced and knowledgeable team of industry professionals.

TEC is committed to quality in both machinery and service. Their team includes skilled mechanics, engineers, electricians, programmers, and machinists who understand and are dedicated to building high-quality machinery.



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

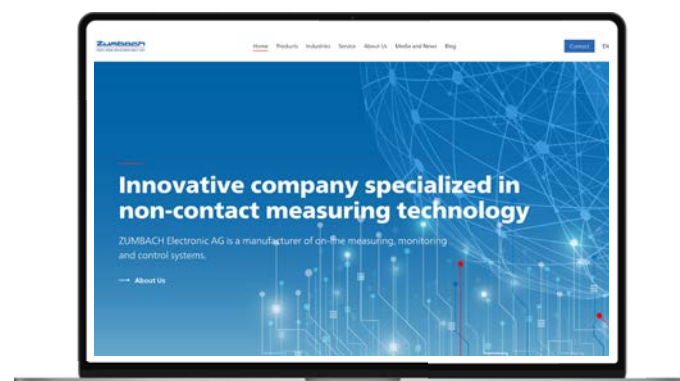


## Zumbach

Zumbach instruments precisely measure diameter, ovality, wall thickness, concentricity, cross-section, shape, capacitance, and more. They also offer fault detection, inductive preheaters, spark testers, optical surface inspection, profile monitoring, data acquisition, and FFT analysis.

Leading manufacturers worldwide integrate Zumbach systems to increase output, reduce material costs and downtime, enhance safety, and improve quality control. These systems ensure tighter tolerances, better transmission capabilities, and optimized workflows.

Zumbach's leadership in measurement technology is built on expertise in lasers, optics, ultrasonics, x-ray, high-voltage systems, and software. Numerous international patents and trademarks highlight its strength in innovation.



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



## 2025-26 Exhibition Dates



**wire Mexico**  
11-13 February  
2025



**wire Eurasia**  
9-12 April 2025



**Metalflow Alliance Saudi Arabia**  
5-7 May 2025



**Interwire, Atlanta, US**  
13-15 May 2025



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



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



**wire Düsseldorf**  
13-17 April 2026



**wire China**  
21-24  
September  
2026



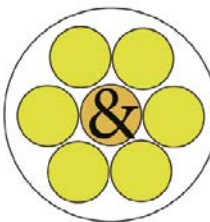
**wire India**  
30th November  
- 2nd December  
2026

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



**Find us online:**



WIRE  
KRAKOWCABLE  
POLAND

## Krakow 2025: A Landmark Gathering for the Global Wire & Cable Industry

**The IWMA is proud to announce the Wire & Cable 25 Krakow Conference, a major one-day technical event taking place on 14th October 2025 in Krakow, Poland. Co-organised by the IWMA, Wire Association International (WAI), ACIMAF, and AGH University of Krakow, this is the must-attend event on this year's international wire and cable calendar.**

Set in the historic and vibrant city of Krakow, this landmark collaboration between four leading industry and academic organisations will bring together manufacturers, researchers, and innovators from across the globe. The conference will explore cutting-edge developments in wire and cable manufacturing, with a dynamic programme of expert presentations covering both ferrous and nonferrous sectors. Key topics include artificial intelligence and Industry 4.0, sustainability and environmental impact, production efficiency, workforce training, market trends, and the latest in safety and quality standards. It's an event designed not just to inform, but to spark conversation, inspire innovation, and drive progress across the industry.

In addition to the conference itself, delegates can enjoy a range of exciting optional extras to make the most of their time in Poland. Following the day's presentations, there will be a gala dinner held at Krakow's iconic Old Tram Depot – a unique and relaxed setting to continue conversations and make new connections. Delegates can also take part in cultural and technical tours, including a visit to the famous Wieliczka Salt Mines and factory tours across the region. One confirmed technical visit will take attendees to the TFKable (Tele-Fonika) facility, offering valuable insight into large-scale wire and cable manufacturing in action.

Tickets go on sale in April at

[www.wirecable25.com](http://www.wirecable25.com) and are priced at €195 per person including the gala dinner, or €125 without the dinner. Optional tours will be available at an additional cost.

Industry professionals are also invited to take part in the technical programme by submitting presentation proposals. Abstracts are due by 31st March 2025, with notices of acceptance sent by 21st May and full manuscripts due by 1st September. Topics are open to all aspects of wire and cable manufacturing, and this is a fantastic opportunity to share your expertise on a global stage.

There are also plenty of opportunities for companies to raise their profile through sponsorship, with packages starting at just €400. A limited number of tabletop exhibit spaces are available for €895, which includes one full delegate pass and gala dinner ticket – ideal for showcasing new technologies, products, and services to an engaged and relevant audience.

We are also delighted to confirm that IWCEA (International Wire & Cable Machine Exhibitors Association) has joined as an official sponsor of the event, further strengthening the global reach and collaborative spirit of this year's conference.

Wire & Cable 25 Krakow promises to be a truly unmissable event – a unique gathering of global experts, dynamic discussions, and meaningful connections. Don't miss your chance to be part of the most important event on the wire and cable calendar this year.

For full details and updates, visit

[www.wirecable25.com](http://www.wirecable25.com) or [www.iwma.org/news](http://www.iwma.org/news)



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**Twinax cables** accelerate data transmission in AI data centers. They connect thousands of GPUs at terabytes per second with extremely low latency. Meeting the demands of this high-tech environment requires absolute precision in all stages of manufacturing.

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[rosendahlnextrom.com](http://rosendahlnextrom.com)



# All Eyes on Riyadh: Metal Flow Alliance Debuts in Saudi Arabia

**We sat down with Messe Düsseldorf's Daniel Ryfisch to find out more about the launch of Metal Flow Alliance and why Saudi Arabia is the next big player in the industrial trade show scene.**

A new trade show, Metal Flow Alliance, joins the Messe Düsseldorf brand in Riyadh this spring (May 5-7 Riyadh International Convention & Exhibition Center) – and looks set to potentially become a significant show on the company's calendar.

MFA will signal the group's first push into the Saudi Arabian market, and Messe is gathering an alliance of seven fairs to attract attention – namely the company's wire, Tube, GIFA, METEC, THERMPROCESS, NEWCAST, and VALVE WORLD exhibitions. These will run alongside two existing Saudi exhibitions, Metal & Steel and Saudi Projects, run by AGex (Arabian German Exhibitions and Publishing).

The MFA association with the local shows adds the advantage that Saudi Projects is a very well established event in Saudi Arabia. There should be clear overlap in the audience for Saudi Projects and the newcomers.

The industry coverage offered by the nine exhibitions should draw many thousands of visitors, believes Daniel Ryfisch, Messe Düsseldorf's director of wire, tube and flow technologies.

**"We couldn't be sure the market was ready for separate fairs, so for the first one we have combined them,"** said Daniel. **"If this show is a success, future years could see the fairs appearing separately. Saudi Arabia is a very, very vibrant market, and the many large infrastructure projects need wires, cables, tubes, pipes and so on."**

Despite its potential, Daniel sees the fair being an unusually domestic event: **"All our wire and tube exhibitions are international, in the sense that they attract visitors from many countries around the world,"** he explained. "Dubai, for example [where Messe recently set up a management company and will start trade fairs, though not metals-related, from next year], is a major hub for the whole world, but has a very small domestic market.

**"Saudi Arabia, in contrast, is an almost entirely domestic market, but a market so huge that it is big enough to take our fairs there."**

In fact, Saudi Arabia isn't just a big domestic market, but is currently perhaps the world's most vibrant 'local' market. Realising that the oil beneath the desert nation won't last forever, the Saudi government is plunging well over

a trillion US dollars in this decade on Saudi Vision 2030 – dozens of huge infrastructure projects covering everything from the existing oil and petrochemicals industry, through mining, metals, the construction of new cities, airports, communications projects, a massive push on renewable energy, and even a tower, expected to be more than 500ft taller than Dubai's Burj Khalifa.

Some of these are clearly aimed at increasing tourism and business (the government eased the entry process a couple of years ago), but the rest are intended to improve the country's overall efficiency as a nation – and the kingdom has the money and official clout to move very quickly to get things done.

So, while Messe hasn't organised trade shows in Saudi Arabia before, Daniel is expecting a lot of interest. **"Shows I have been to there have always been very well attended,"** he said.

**"The country is open to Western technologies, international events and contact with international business people, and the government supports international trade fairs. I expect the quality of visitors to be very, very high - all of them interested in the products and technologies on show."**

Metal Flow Alliance is thus looking like an enticing prospect for participating companies, and will likely be another success for the German fairs organiser and its partners. Messe remains one of the world's biggest and most successful trade show companies, consistently expanding its reach and industrial sectors. The company is currently in the process of promoting its Middle East interests (through the new management offices in Dubai), after spending last year boosting its Turkish and Mexican shows - the former after withdrawing from the Russian market following the invasion of Ukraine.

**"Wire and cable shows have been part of the portfolio since 2005 and we have expanded locations significantly in recent years,"**

Daniel explained. **"But we will probably stop the expansion fairly soon, since we now have events serving most major regions - apart from the United States, which of course has its own important show, Interwire."**

America of course is currently subject to a large economic question mark, since no one seems to be able to predict how the political turmoil there will settle for business: **"The situation in the United States is really unpredictable,"** said Daniel.



**"I'm going to Interwire (May 13-15, Atlanta) to get a feeling of the current mood, but wire Mexico in February had the same sort of nervousness. A lot of cars and electrical products are made in Mexico for the US market – many by American companies - but many producers seemed to be considering reducing production, because they didn't know if they would be able to sell to the US."**

As far as the rest of the world goes, Messe's Saudi fair is a prime example of the company's exhibitions following their markets:

**"We operate where the market suggests we need to be, and Saudi Arabia is an obvious place for our exhibitors and the industry to be,"** Daniel explained. **"At wire and Tube in Düsseldorf we might get 600 Chinese companies exhibiting, and perhaps 2,000 Chinese visitors. But by having a fair in Shanghai we get more than 2,000 Chinese companies and maybe 35,000 Chinese visitors, plus many more from surrounding countries. So of course, we also have a show in China – and in India, Thailand, Mexico and so on."**

But if, as he suggests, Messe is reaching a market-imposed limit on show expansion, what next?

There might be a clue in Messe's Urban Steel Expo – the edgy title is deliberately chosen - coming up in Düsseldorf in 2027. This will combine a large trade show dedicated to cutting and welding, and elements of entertainment provided by partner Minglemakers, which will host an accompanying 'Urban City Rockstars' event.

**"Trade shows can admittedly be a bit boring,"** smiled Daniel. "Their format hasn't really changed in decades. Even at our biggest wire and cable show in Düsseldorf, the halls empty quickly once the exhibits close.

**"So, USE will offer more. Like IWMA, with its social events, we will be combining the trade show with networking events, masterclasses and even concerts in the evenings, to keep people together after the official show closes for the day. If the format proves successful at USE, perhaps we can move elements to our other shows too."**

**"We all know there is no substitute for seeing the latest machinery and products in person on the show floor and doing business face to face. I believe we can make them an even more informative and attractive experience."**

# wire Eurasia 2025: Istanbul's Growing Hub for the Wire and Cable Industry

**Messe Düsseldorf's Eurasia exhibition, in Istanbul, is one of the newest of its international wire and tube shows, having had a tentative first year in 2023 alongside two well-established, locally-organised but also youthful events - Wiretech Istanbul and Tube & Steel Istanbul.**

That four-way event was a strong success, buoyed by the business surge that followed the pandemic, as well as feeding off Turkey's industrial expansion and its strategically-central position between Europe and the Middle-East. Over 200 exhibitors took part, filling over 8,000 sq ft – about 750 sq m) of exhibition floor in Istanbul's Tüyap Convention Center.

This year's Messe shows (April 9-12, same venue) will once again share space with the locally-organised events, but the event as a whole will be renamed wire Eurasia Fair and Tube Eurasia Fair. Last time the fairs brought together 320 exhibitors and more than 10,000 buyers, but this time they will have a broader sales and marketing platform, connecting with an expected 15,000 industry professionals from around 400 companies.

The two fairs will present the usual selection of wires, cables and production and specialised technologies, and while they are expected to attract industry professionals from all over the world, the expected main attendance will be from Europe.

IWMA is a proud supporter of the event and will be there to showcase its work, providing a dedicated space for its members. The IWMA stand will welcome both exhibiting members looking for additional networking opportunities and visiting members who want a central hub for meetings and industry discussions. Additionally, IWMA will host a series of talks from industry professionals, offering a platform to highlight company innovations, technical expertise, and key industry developments to a global audience.

Cable manufacture is a significant sector of Turkish industry, partly because of the country's investment in engineering but also because the country has a geographical trade advantage, central to Europe, the Middle-East and Africa. Turkey's general trade with Egypt, for example, is set to double to around \$15 billion in the next couple of years.

The sector, well-funded and with largely recent machinery, manufactures a full range of cable and wire for use in construction, energy distribution (which accounts for around 60 per cent of total output), transport and renewables. This is not a small national enterprise: Turkey is the world's second-largest exporter of steel wire after China, for example.

Istanbul is a centre for the industry, with dozens of factories around the city producing all kinds and wire and fibre-optic cables (manufacturing volume of the latter having grown at around 15 per cent a year for the past five years), for use both domestically and for export. Germany is Turkey's biggest buyer (and the EU buys about 45 per cent of Turkey's cable output), but China and America also buy in growing quantities. Two years ago, cable exports totalled a very substantial \$2.3 billion (of total sales of around \$5.4 billion).

Multi-national giants such as Nexans and Prysmian have subsidiaries in the country, alongside almost 200 native Turkish companies employing over 15,000 people. The third largest maker behind those big two is Turkish company Hes Kablo in the city of Kayseri, whose exports total over \$350 million a year.

Turkey is very much a rising industrial nation, with many avenues for growth. The main contributors to this – as in most of the rest of the world – are renewable energy (on which Turkey is spending around \$80 billion, to quadruple its output to 120GW in the next 10 years), digital infrastructure for phones and the internet, and electric vehicles. On top of the \$80 billion on energy generation will come another \$20 billion on energy

efficiency projects and upgrades to the transmission grid.

The geographical advantage of the country also holds the key to export possibilities, with Turkey able to take advantage of global supply difficulties by offering manufacturing facilities convenient to three huge markets on its doorstep.

The only downside on the cable manufacturing horizon for Turkey is the careful balance it must negotiate between cable exports and its ability to supply demand. Not only does the country import a large amount of the natural gas its industries use (and from Russia, which is not without problems of its own), but it also imports most of its raw materials.

So, with an eye to the future, the nation has significant investment not only in energy efficiency projects but also in environmentally-sensitive production methods and materials, with companies recycling copper, aluminium and other materials. On the power front, in December 2024 Turkey was fortunate to be exempted by the USA from new sanctions against the accounts of Gazprombank, to which it sends payment for the almost 50 per cent of its natural gas supplies, imported from Russia. So, the country's vital gas supply, at least, shouldn't be affected by political problems for the immediate future. But in this branch of international politics, things change very quickly...

Nonetheless, like many countries in the current economic lull, growth has slowed. Between the first and second quarters of 2024, growth dropped from a five per cent high to less than half that. As a result, the pace of growth is expected to slow over this year and next, with GDP falling this year but increasing slightly in 2026. Turkey has implemented a series of policies aimed at stabilising its fiscal expenditure.

The upside to the slowdown will be falling inflation, which will assist prices, tourism and exports.

**Welcome to Istanbul!**











# EURASIA

Exclusive members only evening networking event

Thursday 10th April 2025

RESERVE YOUR PLACE NOW!

SCAN TO BOOK!



## Networking with a View: IWMA's Exclusive Networking Evening at wire Eurasia 2025

As wire Eurasia approaches, IWMA looks forward to welcoming members to an exclusive evening of networking, conversation, and Turkish hospitality at the Albatros Lounge in Istanbul on Thursday, 10th April 2025.

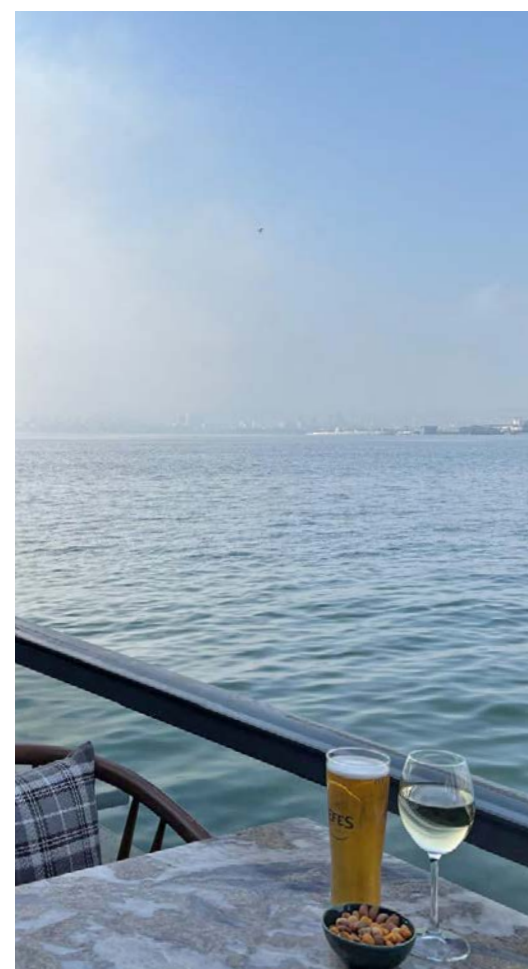
IWMA's networking evenings have become a highlight of the association's events calendar, offering members a valuable opportunity to connect, exchange insights, and strengthen industry relationships in a setting beyond the exhibition floor. Situated along the Marmara Sea, the Albatros Lounge provides a relaxed and informal atmosphere where guests can unwind after a busy day at wire Eurasia.

With authentic Turkish meze and live music, the evening promises to be an enjoyable and engaging occasion, set against the charm of Istanbul's vibrant coastline.

This event is complimentary for IWMA members, with attendance limited to two guests per member company. Additional tickets are available for purchase at €50 per person. To ensure a seamless transition from the exhibition, a complimentary return coach will depart from the IWMA stand at the Tüyap Fair and Congress Centre at 6:15 PM for a short 15-minute journey to the venue. The coach will return to Tüyap at 10:00 PM.

With places limited, members are encouraged to secure their spot early!

We look forward to welcoming members to this special evening at wire Eurasia 2025.



## IWMA Members Exhibiting at wire Eurasia

| Company  | Hall | Stand |
|--|------|-------|
| IWMA   | 8    | 826/F |
| ACIMAF   | 8    | 824/F |
| August Strecker GmbH & Co. KG                        | 8    | 817/E |
| CONDAT Lubricants SAS                                | 8    | 838/A |
| CSM METALURJİ İMALAT SANAYİ VE MÜHENDİSLİK LTD. ŞTİ. | 7    | 734/A |
| FIB BELGIUM S.A.                                     | 8    | 826/B |
| FUHR GmbH & Co. KG                                   | 8    | 824/C |
| INDUCTOTHERM İNDÜKSİYON SİSTEMLERİ SAN AŞ            | 7    | 725/B |
| Intras Ltd   | 5    | 500/A |
| JIANGSU QUNYE ELECTRICAL CO LTD                      | 5    | 539/A |

| Company   | Hall | Stand |
|---|------|-------|
| Maschinenfabrik NIEHOFF GmbH & Co. KG                           | 8    | 817/G |
| MFL Group   | 8    | 825/D |
| Mikrotek Machines Ltd.  | 4    | 413/A |
| Pamica Electric Material  | 6    | 646   |
| Rosendahl Nextrom GmbH  | 8    | 817/F |
| SAMP srl  | 8    | 824/I |
| SETIC POURTIER SAS  | 7    | 714/A |
| UYGAR MAKİNA SAN. VE TİC. LTD. ŞTİ.                             | 4    | 410   |
| Verschleisstechnik Kämpfer GmbH                                 | 8    | 825/C |
| Yangzhou Tengfei Electric Cable and Appliance Materials Co.,Ltd | 5    | 539/D |

## IWMA at wire Eurasia 2025: Connecting Expertise in Istanbul!

As one of the region's most important events for the wire and cable industry, wire Eurasia offers a vital opportunity for professionals to connect, discover the latest innovations, and stay ahead of emerging market trends.

You'll find us at Hall 8, Booth: 826/F where our stand will act as a welcoming base for members and visitors throughout the show. We'll be offering all the usual IWMA resources, light refreshments, and a relaxed environment for networking and meetings.

Representing IWMA in Istanbul will be IWMA Chairman Willibert Dautzenberg and Marketing Executive Katie Houston.

Whether you're aiming to expand your business connections, explore opportunities in new markets, or find out more about what IWMA can offer, we're here to help.

We're looking forward to seeing you at wire Eurasia. Be sure to stop by the IWMA stand to say hello, browse the latest edition of IWMA Insider, and catch up on all things IWMA!



# Niehoff

## Spools Filled to Perfection and Substantial Cost Savings

Maschinenfabrik Niehoff will be proudly presenting the D 632 type double twist bunching machine alongside their Niehoff After Sales Service offerings. The D 632 double twist bunching machine delivers high productivity and produces high-quality strands on perfectly filled spools.

Users of the D 632 benefit from several advantages. The single-bow design, combined with the energy-efficient Eco-Bow, significantly reduces energy consumption compared to conventional bunching machines, leading to substantial cost savings.

Additional features include electric lay-length adjustment (allowing changes without replacing gears) and constant tension control from empty to full bobbin. The D 632 produces strands with very tight tolerances, ensuring only the minimum required copper

cross-section is generated, which results in major savings in material and operating costs.

The variable and controlled wire tension, independent of spool filling, works alongside the integrated opto-electronic NBAT (Niehoff Bunching Automatic Traverse) system, enabling tangle-free pay-off at extremely high speeds.

Thanks to the machine's precise operation and automatic NBAT system, one operator can oversee multiple machines simultaneously, leading to significant labour cost savings.

The bunching data can be documented, allowing D 632 users to provide written quality assurance to their customers. Key production parameters, such as winding tension, lay length, and the number of twists, can be logged. Niehoff Condition Monitoring enables real-time tracking of machine and process data online.

The D 632 is particularly suited for processing fine copper alloy wires, such as CuSn0.3, into automotive cable strands.

With patented Stretch Forming and Straightening Technology, the machine prevents the crowning and spiralling effects typically associated with certain copper alloys.

Technical Data: D 632  
Specification Value  
Max. production speed  
300 m/min  
Strand cross-section\*  
0.09 – 6.00 mm<sup>2</sup>  
Lay length (steplessly variable)  
6 – 100 mm  
Max. number of twists  
7,000 twists/min  
\*Cu soft

At the Niehoff stand, visitors can explore the full range of NIEHOFF LifeCycle+ services and experience the benefits of myNIEHOFF. These solutions help increase productivity, enhance production reliability, and reduce operating costs sustainably.

## Hall 08, Booth 817G

[www.niehoff-gmbh.info](http://www.niehoff-gmbh.info)

# August Strecker

## AUGUST STRECKER GmbH & Co. KG Presents Proven Machines and New Developments at wire Eurasia

For more than 90 years, AUGUST STRECKER GmbH & Co. KG has been producing high-quality butt welding equipment for the wire and cable industry, serving both the ferrous and non-ferrous sectors. STRECKER is the leading point of contact for custom solutions in welding technology. The company's products enjoy an excellent reputation for their quality and reliability and are used not only in Germany but in more than 110 countries worldwide.

At wire & Tube EURASIA 2025, Mrs. Nathalie Payelleville will be at your service.

August Strecker looks forward to welcoming you to booth no. 817E, Hall 11 at Tüyap Fair and Congress Centre.

## Hall 11, Booth 817E

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

# FUHR

## FUHR: Minimising Downtime Risks in Aging Production Equipment

In mechanical and plant engineering, the term 'retrofit' refers to the modernisation of existing systems. The primary goal of a retrofit is to increase the profitability of older systems. These modernisation efforts often focus on electrical components, as the mechanical structures of many machines are highly durable and robust. In contrast, control systems have significantly shorter life cycles. Once a control system is discontinued by the manufacturer, replacement components become increasingly difficult to source, leading to higher procurement costs and longer lead times.

However, available knowledge should not be overlooked in the economic feasibility evaluation. Experienced operators and service technicians familiar with older systems are becoming scarce, resulting in extended downtimes as new personnel must familiarise themselves with the equipment. These risks can lead to prolonged, unplanned production downtimes.

To minimise the risk of failure and ensure production capacity, regular checks of machine control systems, especially for older machines, are recommended. In addition to maintaining production efficiency, modern drive technology can have a positive impact on energy costs, potentially reducing them by a double-digit percentage.

FUHR GmbH & Co. KG, based in East Westphalia, develops and manufactures high-precision systems for producing profiled wires through cold rolling. The immense process forces occurring during cold rolling must be absorbed by the machine. This requires an extremely rigid mechanical structure that is built to last. However, electrotechnical components do not share the same longevity. This presents an opportunity for an electrotechnical retrofit, enabling machines to operate for decades while significantly reducing energy consumption. Such a retrofit often pays for itself within just a few years.

For example, assuming a rolling mill operating in three shifts has a drive power of 100 kW and a retrofit reduces energy consumption by 15%, this results in a daily saving of 360 kWh. With current electricity prices, this can quickly add up to €100 per working day.

Another critical aspect is machine safety. The operating company is responsible for the safety of a production plant. Even if the system was CE-compliant at the time of delivery, operational safety must be checked regularly. If framework conditions have changed, adjustments to the safety concept of the plant may also be necessary.

FUHR GmbH & Co. KG is happy to advise its customers on all matters related to retrofits and machine safety.

## Hall 08, Booth 824C

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

# SAMP

## SAMP: Your Strategic Partner for Comprehensive Wire and Cable Production Solutions

SAMP is a global leader in wire and cable machinery, providing turnkey solutions backed by 90 years of experience and over 14,500 machines installed worldwide. From design to commissioning and maintenance, SAMP ensures seamless production support.

### A Complete Production Partner

Beyond machinery, SAMP acts as a strategic partner, simplifying management and optimising efficiency with integrated solutions.

- Strategic Planning: SAMP helps define capacity, factory layout, and infrastructure for smooth startups.
- Execution & Coordination: From in-house testing to project management and training, SAMP ensures efficiency.



- Finalisation & Support: With installation supervision and maintenance training, customers achieve optimal performance from day one.

### An Exclusive Invitation to wire Eurasia

We are pleased to announce our participation in wire Eurasia, taking place from 9-12 April in Istanbul. We warmly invite you to visit our booth to discuss your specific requirements and discover how we can help you achieve your production goals.

We look forward to seeing many of you there!

## Hall 08, Booth 824/I

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

# Rosendahl Nextrom

## Rosendahl Nextrom: Cable Manufacturing Technology for Tomorrow

At wire Eurasia 2025, Rosendahl Nextrom will present industry-leading cable manufacturing technologies in a shared setup with Niehoff and Telkatem.

Energy. Communication. Mobility. These are the pillars of tomorrow's infrastructure, and Rosendahl Nextrom is driving innovation across all three. This year's show highlights include:

- Communication: Rosendahl's high-temp foaming lines for Twinax cables are setting industry standards worldwide. The advanced insulation solution enables ultrafast data transmission and low latency, critical for AI data centres.
- Mobility: The company offers the first industry-ready PEEK extrusion line for hairpin wire, plus solutions for busbar insulation and high-precision automotive cables. With these technologies, nothing stands in the way of autonomous driving and 800V+ board systems.
- Energy: The highlights in the energy sector include high-speed insulation for low-voltage, cost-effective and sustainable solutions for medium-voltage, and flexible metal shielding for high-voltage cables.

Innovating Smart and Responsibly

A major focus of Rosendahl Nextrom's efforts is enhancing overall productivity through the thoughtful use of materials, waste reduction, minimizing wear, and energy efficiency.

The latest add-ons to the powerful RIO line control include:

- AI-based process control for improved process stability and product quality for datacom cables.
- User-friendly Maintenance Management for increased equipment reliability, reduced downtime, and improved operational efficiency.
- ESG-compliant measurement of CO<sup>2</sup> and energy consumption.

### Offering Lifetime Support

Rosendahl Nextrom is a strategic partner for cable and wire producers worldwide.

Customers can expect first-class support for the entire lifetime of their machines. A recently launched digital customer portal and attractive new service packages round off the selection.

Find Rosendahl Nextrom, together with Niehoff and Telkatem and learn more.

## Hall 08, Booth 817F

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

# Setic Pourtier

Setic POURTIER to Showcase Cutting-Edge Solutions at wire Eurasia 2025

SETIC POURTIER, a global leader in cable and wire production machinery, is pleased to announce its participation in wire Eurasia 2025, taking place 9-12 April 2025 at the Tüyap Istanbul Fair and Congress Centre in Istanbul, Turkey.

wire Eurasia is a key event for professionals in the wire and cable sector, offering a platform for discovering the latest innovations and forging strategic industry connections. SETIC POURTIER's presence is particularly significant as the Turkish and surrounding markets continue to expand, driven by increasing investments in infrastructure and telecommunications. With a growing demand for high-quality cables, SETIC POURTIER is well-positioned to support the industry with advanced machinery and complete solutions.

At Booth 714/A, SETIC POURTIER will showcase its latest innovations, including a comprehensive portfolio of large double-twist stranders—ranging from 7 to 61 wires and sizes from 1000 mm to 2600 mm, up to round aluminium compacted 630 mm<sup>2</sup>. Visitors will have the opportunity to engage with SETIC POURTIER experts and explore the latest advancements in wire and cable manufacturing technology.

Aligned with its commitment to sustainability, SETIC POURTIER continues to develop eco-friendly solutions that enhance energy efficiency and productivity. The company's success in Turkey is growing year after year, reflecting its strong presence in the region.

Thierry Pietroniro, Sales Director, declares: "wire Eurasia, organised by Messe Düsseldorf, was introduced two years ago and has been a great success for us. The event has provided an excellent platform to connect with our clients and showcase our latest innovations. We are thrilled to continue participating and look forward to another successful year. We are excited to engage with industry leaders at wire Eurasia 2025 and demonstrate how our innovative solutions can drive progress in the cable and wire sector."

## Hall 07, Booth 714/A

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





# Interwire 2025: A Market in Motion Amidst Political and Economic Uncertainty



After a strong 2023 show and buoyant trading in 2024—boosted by U.S. and global infrastructure and sustainability projects—Interwire 2025, the USA’s biggest biennial event for the wire and cable industry, returns this May with high expectations.

Around 340 exhibitors and partner exhibitors will fill the sold-out, 105,000 sq ft (9,755 sq m) halls at the Georgia World Congress Center in Atlanta. The event kicks off on May 12 with a one-day forum, The Fundamentals of Wire Manufacturing, part of the Wire Association International’s educational programme for industry newcomers.

The main show runs from May 13–15, featuring the Global Continuous Casting Forum and a technical conference exploring key topics shaping the sector. Interwire remains a machinery-focused event, spotlighting companies that supply and manufacture wire, cables, fasteners, and formed or fabricated wire products across both metal and fiber disciplines.

The IWMA stand will once again serve as a central hub for attendees to network, recharge, and engage with colleagues. With refreshments and space to connect, the IWMA team will be available to discuss the association’s mission, upcoming events, and membership benefits. As the world’s largest association for the wire and cable industry, IWMA continues to support collaboration, innovation, and global progress.

Advance publicity reflects a positive outlook for the show and for the industry as a whole. The global wire and cable sector continues to evolve, and Interwire 2025 is set to showcase the resilience and forward momentum driving this change.

That said, 2025 also brings a backdrop of political and economic uncertainty. Some of the new administration’s trade policies have introduced unease across sectors tied to international supply chains. Announced—but as of writing, postponed—tariffs on Mexican and Canadian imports have raised concern among U.S. manufacturers.

Many of these imports serve the electrical and automotive industries—both major consumers of wire and cable.

At the recent wire Mexico exhibition, while the mood was generally positive, there was noticeable apprehension about how U.S. policy shifts might impact cross-border commerce and long-term planning.

Energy policy has also shifted. The Trump administration has made a clear move toward expanding U.S. oil and gas production, with less emphasis on renewables. This has sparked debate within the wire and cable industry, given the sector’s deep ties to renewable energy infrastructure. Wind and solar projects, in particular, are significant consumers of cable and wire.

President Trump has framed this shift as a push for energy independence and economic self-sufficiency, aiming to lower energy costs and reduce reliance on foreign suppliers. Supporters argue this could stimulate domestic manufacturing and infrastructure projects in the fossil fuel sector.

Still, the renewables market remains strong. Since 2022, the U.S. has invested over \$130 billion in solar and wind manufacturing facilities. In 2024 alone, renewable energy storage accounted for nearly 95% of new energy storage installations. The industry appears well-positioned to continue its expansion, driven by demand, technology advances, and state-level initiatives—even amid changing federal priorities.

Notably, the administration has also emphasized the need to rebuild America’s electrical grid and infrastructure—an area that directly benefits the wire and cable industry. Projects aimed at improving power transmission, broadband access, and data center capacity continue to create opportunities, regardless of energy source.

The market’s current volatility is reflected in recent corporate decisions. In 2024, Prysmian Group, the Italian multinational, completed a \$4 billion acquisition of Encore Wire, signaling confidence in the U.S. market for data centers and infrastructure. However, the company also

withdrew from a planned \$300 million subsea cable facility in Brayton Point, Massachusetts—once a coal plant site. While Prysmian cites market factors unrelated to policy, some observers point to regulatory uncertainty and the administration’s offshore wind pause as influencing factors.

Other developers, including Ocean Winds and Avangrid, have delayed final decisions on major wind projects, requesting more time to reassess the evolving landscape.

Ironically, Prysmian’s North American CEO, Andrea Pirondini, will deliver Interwire’s keynote address. His theme: transformative change in the industry and resilient solutions for a smarter, greener future—a message that reflects both optimism and realism.

The Interwire conference programme will cover a range of topics, including:

- Artificial Intelligence & Industry 4.0
- Materials innovation and product development
- Safety and standards compliance
- Workforce training and professional development
- Market and economic trends
- Sustainability and environmental impact

These sessions are especially timely in a year marked by shifting policies, new global supply chain challenges, and fast-evolving technologies.

Though political administrations may come and go, the long-term vision for energy, communications, and transportation systems remains clear. Companies across the globe are planning 10, 20, even 30 years ahead—and the wire and cable industry will play a central role in those transformations.

As the sector gathers in Atlanta this May, the future is up for discussion. Whether cautious or confident, attendees will be engaging in vital conversations, forming new partnerships, and exploring fresh strategies to thrive in a fast-changing world.

Interwire 2025 promises to be not only a marketplace, but a meeting point for progress.



## IWMA Members Exhibiting at Interwire

| Company   | Booth |
|---|-------|
| IWMA  | 404   |
| ACIMAF/ITA  | 1612  |
| ABZ ( SHANGHAI ) SMART TECH. CO., LTD.<br>JIANGSU ABZ SMART MACHINERY CO., LTD. | 649   |
| AESA Cortaillod   | 630   |
| AFH-Antriebstechnik GmbH  | 122   |
| Ajex & Turner Wire Technologies   | 257   |
| Assomac Machines Limited  | 116   |
| August Strecker GmbH & Co KG  | 1005  |
| Calmec Precision Limited  | 1949  |
| Carris Reels  | 614   |
| Commission Brokers Inc  | 1905  |
| Condat Corporation - Saline, MI   | 1719  |
| Conoptica   | 1268  |
| CSM METALURJİ LTD. ŞTİ.   | 2012  |
| DRT Impianti  | 963   |
| Fabritex Inc  | 1256  |
| FiB Thermal Solutions   | 963   |
| Fort Wayne Wire Die, Inc  | 1631  |
| FUHR Rolling Mills  | 619   |
| Gem Gravure Company Inc   | 805   |
| GEO Reinigungstechnik GmbH  | 231   |
| H Folke Sandelin AB   | 839   |
| Häfner & Krullmann GmbH   | 2231  |
| Huestis   | 1813  |
| IDEAL Welding Systems, L.P.   | 1539  |
| InnoVites B.V.  | 249   |
| Madem-Moorecraft Reels USA, Inc.  | 405   |
| Maillefer Extrusion Oy  | 1423  |
| Mathiasen Machinery, Inc.   | 242   |
| Medek & Schörner GmbH   | 757   |
| Mega Metal  | 232   |
| Metalube UK   | 905   |
| MFL Group   | 1111  |
| Microdia  | 539   |
| Mikrotek Machines Limited   | 2111  |
| Nano-dies PL  | 613   |

| Company                                  | Booth |
|--|-------|
| Niehoff Endex North America Inc          | 839   |
| Nordson Measurement & Control            | 717   |
| Pentre Group Ltd                         | 111   |
| Pressure Welding Machines Ltd            | 1057  |
| Proton Products Inc.                     | 239   |
| PS Costruzioni                           | 1622  |
| Q8Oils                                   | 422   |
| QED WIRE LINES INC                       | 549   |
| Rautomead Limited                        | 448   |
| Reber Systematic GmbH KG                 | 839   |
| REELEX Packaging Solutions, Inc.         | 439   |
| RichardsApex, Inc                        | 1031  |
| Ridgway Machines Ltd                     | 456   |
| Roblon                                   | 2116  |
| ROSENDAHL NEXTROM                        | 1439  |
| SACO AEI Polymers                        | 513   |
| SAMP USA, Inc.                           | 1429  |
| Setic-Pourtier-Gauder Group, Inc.        | 1449  |
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| Sipcon Technologies Pvt. Ltd.            | 222   |
| SKET Verseilmaschinenbau GmbH            | 911   |
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| The Wire Association International, Inc. | 2221  |
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| Traxit North America LLC                 | 120   |
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| UPCAST OY                                | 323   |
| UYGAR Makina San. ve Tic. Ltd. Sti.      | 2039  |
| Vikas Spool Private Limited              | 1816  |
| Webster and Horsfall                     | 612   |
| Windak Inc.                              | 1731  |
| Wire & Cable Technology International    | 716   |
| Wire and Plastic Machinery Corp          | 1131  |
| Wire Association International Inc       | 1739  |
| Wire Lab Company                         | 848   |
| Zumbach Electronics Corp.                | 531   |



# IWMA at Interwire 2025: Your Industry Connection in Atlanta!

**IWMA is delighted to announce our participation at Interwire 2025. As the world's largest and longest-running wire and cable marketplace in the Americas, Interwire is a key event for industry professionals looking to connect, discover new technologies, and stay informed on market trends.**

Located at Booth 404, the IWMA stand will serve as a central hub for members and visitors alike. Designed to support your exhibition experience, our stand will offer hospitality services, including refreshments and a comfortable space for meetings or a well-earned break from the show floor. Attendees will also have access to IWMA publications, including the latest IWMA Insider magazine, membership directories, and industry updates.

Representing the IWMA at Interwire 2025 will be Willibert Dautzenberg, Chairman and Jessica Bennett, Executive Manager. Whether you are looking to expand your industry network, explore new markets, or take advantage of our member benefits, we are here to help!

Visit our stand and meet the team – we're looking forward to seeing you in Atlanta, 6–8 May!

**Booth 404**  
[www.iwma.org](http://www.iwma.org)

## Metalube

**Metalube to Showcase High-Performance Wire Drawing Lubricants at Interwire**

Leading international lubricant manufacturer, Metalube, will showcase its full range of high-performance non-ferrous copper and aluminium wire drawing lubricants at Interwire. METALUBE will be exhibiting alongside its US partner, H.L. Blachford Ltd, at Booth 905.

Emma Pates, Global Technical Service Manager at Metalube, will present on advancements in lubricant technology for the copper wire drawing industry at Interwire 2025.

***"The demand for maximum production output without compromising product quality has led to higher operational speeds and increased wire counts in modern wire drawing machines. This puts greater strain on lubricants, making advanced formulations essential,"*** said Pates.

She will discuss how water-miscible lubricants play a critical role in copper wire drawing, reducing friction and wear, aiding heat dissipation, and ensuring cleanliness.

***"Lubricants that effectively manage contamination and resist copper soap formation can significantly reduce downtime, improve cleanliness, and enhance overall efficiency,"*** she added.

Pates will also highlight Metalube's latest laboratory findings, demonstrating how advanced formulations extend lubricant longevity, maintain thermal stability, and resist contamination. "Our research shows that resisting copper contamination is key to maintaining emulsion stability and reducing maintenance costs. As seen in our long-term copper intake tests, our products outperform conventional lubricants in sustaining performance over extended periods."

Since the inception of their partnership in 2019, Metalube and H.L. Blachford Ltd have strengthened their presence across North America, with new customers continuously coming online in the United States, Canada, and Mexico. With Blachford stocking Metalube products locally and providing a dedicated team for customer support, Metalube ensures high-quality service, ease of purchase, and the availability of its high-performance products throughout North America.

**Booth 905**  
[www.metalube.com](http://www.metalube.com)



## Ajex & Turner

Ajex & Turner Wire Technologies Pvt. Ltd. is excited to exhibit for the first time at Interwire USA 2025 in Atlanta. With over 60 years of expertise, we are a leading manufacturer of wiredrawing dies, tooling, ceramic products, and high-performance machinery for the wire and cable industry.

At Booth 257, we will showcase our latest innovations, including VNT nano dies, multi-wiredrawing solutions, ceramic wire guides, buncher bows, and advanced die refurbishment technologies. Ajex continues to push boundaries with the introduction of Wiping Pads and Contact Tubes, designed to enhance wire processing efficiency.

As we expand our global reach, our focus remains on delivering cutting-edge solutions that improve productivity, reduce downtime, and extend tool life. We look forward to connecting with industry professionals and demonstrating how Ajex & Turner is shaping the future of wire manufacturing.

**Booth 257**  
[www.ajexturner.com](http://www.ajexturner.com)

## WAI

**WAI's Extensive Interwire 2025 & Global Continuous Casting Forum Programs Feature 82 Speakers and 350 Exhibiting Companies**

Registration Now Open

The Wire Association International Inc. (WAI) announces conference program details for Interwire, May 13-15, 2025, and its 4th Global Continuous Casting Forum, May 12-15, 2025, at the Georgia World Congress Center (GWCC), Atlanta, Georgia, USA. The collective programs offer participants a vast selection of topics within the 2025 theme: "Shaping the Future of Wire Making: Uniting People and Technology."

Registrants for either program have access to the Interwire exhibits, scheduled presentations in the WAI Theater, and production solutions demonstrations, all within Hall A of the GWCC, May 13-15. Programs require separate registration. Interwire Highlights:

- Keynote speaker Andrea Pirondini, CEO, Prysmian North America, presents: Linking the Future: Driving Tomorrow's Wire Solutions.
- Keynote speaker Chris Tuff, best-selling author of The Millennial Whisperer, presents: Creating a Culture of Connection.
- Featured speaker Willem Sundblad, CEO & Co-Founder, Oden Technologies, presents: The Future of Manufacturing.
- Pre-show, one-day Fundamentals of Wire Manufacturing course (May 12).
- 43 conference presentations.
- Welcome Reception at Mercedes-Benz Stadium.

- New: Advanced Extrusion Workshop at Southwire's Carrollton campus.
- 350 exhibiting companies.
- WAI Theater presentations in the exhibit hall at no additional charge.
- New: Fireside chat with keynote speaker Chris Tuff and Rebecca Cranford, SVP, Southwire Company LLC.
- Introduction of WAI's new Education Center.
- New: Taste of the South Happy Hour and WJI Relaxation Lounge.
- New: Global Roundabout station, offering cultural food/beverage samples from various sponsors.
- Food Court and Cornhole Recreation Area.
- WAI Store and Member Lounge.
- 2025 WAI Annual Meeting and Awards Ceremony.

Global Continuous Casting Forum Highlights:

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

Program descriptions, speaker details, and schedules are available at: [www.interwire25.com](http://www.interwire25.com) and on the event mobile app: [www.interwire25.com/general-info/mobile-app](http://www.interwire25.com/general-info/mobile-app).

**Registration Details:**

Registration choices include:

- All Access
- Conference & Exhibits
- Global Continuous Casting Forum
- Fundamentals of Wire Manufacturing Course

- Advanced Extrusion Workshop
- Exhibits Only
- Welcome Reception

Rates vary for WAI members, new WAI members, and non-members. Advance registration discounts are available through May 4, 2025.

**Interwire Sponsors:**

Elite: Gem Gravure Co. Inc.; James Monroe Wire & Cable Corp.; Lloyd & Bouvier Inc.; Prysmian; SDI LaFarga COPPERWORKS; and Southwire Company LLC.

Platinum: Carris Reels Inc.; Encore Wire Corp.; and Wire & Plastic Machinery Corp.

Gold: RichardsApex Inc.

Silver: The MGS Group; SIKORA International Corp.; Sonoco Reels & Spools; and Troester GmbH & Co. KG.

Bronze: Baum's Castorine Co. Inc.; Precision Reel/Payoffs; and Sjogren Industries Inc. Industry Partner: Wire and Cable Industry Suppliers Association.

GCCF Sponsors:

Platinum: Encore Wire Corp.; Freeport McMoRan; Prysmian; RichardsApex Inc.; Rio Tinto; SDI LaFarga COPPERWORKS; Southwire Company LLC.

Gold: Continus-Properti SpA.

Silver: Quaker Houghton; Saint-Gobain;

SMS Group; TotalEnergies; UPCAST OY.

**Booth 1739**  
[www.wirenet.org](http://www.wirenet.org)



# Troester

## TROESTER at Interwire 2025

TROESTER GmbH & Co. KG is a worldwide leader in the manufacture of complete extrusion systems for the cable industry. The excellent results produced by its extrusion technology make TROESTER a competent and reliable partner in the cable industry.

At Interwire 2025, TROESTER will introduce new and enhanced developments in Continuous Vulcanization Technology as part of its ongoing commitment to innovation in the cable industry.

### Key Innovations on Display:

- TRANCS Active Nitrogen Cleaning System – Efficient and controlled removal of byproducts generated during the crosslinking process.
- TRENDSEAL – The patented variable end seal that avoids line stops for seal changes.
- TRISAG – Contactless sag control for enhanced precision.
- TRIDAS / Industry 4.0 – The new TROESTER Line PC for Intelligent Data Acquisition and Supervision. This state-of-the-art extrusion line control platform is designed for precision, efficiency, and Industry 4.0 readiness. It combines advanced features, sensor integration, and modern tools for improved performance and reliability.

### Additional Technology Highlights:

TROESTER will also showcase its state-of-the-art solutions for:

- Medium, High, and Extra-High Voltage CCV and VCV lines for XLPE land and submarine cables
- Rubber CV and CCV lines up to 35 kV
- Silane lines for LV and MV cable applications
- High-speed insulation and sheathing lines, including NM, Building Wire, Automotive, and Flexible Cord applications.
- Kneader technology for the continuous compounding of HFFR (LSOH), PVC, XLPE, Semiconductive Materials, and EPR/EPDM

### TROESTER Service Centre Mexico:

Once again, we highlight our TROESTER Service Centre Mexico, providing 24/7 technical support to ensure continuous service for customers across the American markets.

## Booth 1739

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



# PWM

## PWM's Cold Welder for Trapezoidal Wire at Interwire 2025

PWM's innovative TR45 cold welder for trapezoidal wire will be exhibited at Interwire for the first time on booth 1057, alongside the company's best-selling EP500 rod welder and a range of smaller powered and manual machines. The products will be presented by Joe Snee Associates, the exclusive distributor of PWM cold welding equipment, spares, and dies in the US and Canada.

The TR45 is designed specifically for welding non-ferrous trapezoidal wire up to 45mm<sup>2</sup> (0.0697 sq.in.) cross-sectional area. Powered by an advanced air/hydraulic system, the TR45 is energy-efficient and straightforward to operate. No setup is required, and the mobile machine can be wheeled easily to the work area, saving effort and reducing downtime.

PWM's electro/pneumatic EP500 cold welder provides a cost-effective method of welding large non-ferrous rod sections. The machine has a wide capacity of 5mm to 12.50mm (.197" to .492") for copper and 5mm to 15mm (.590") for aluminium and is quiet, clean, and energy efficient.

Other cold welders on show include the air/hydraulic HP100 machine, for effortless welding of wire 1mm to 5mm (.039" to .197"), and the manually operated M101, designed for copper wire 1mm to 3.60mm (.040" to .141") and aluminium 1mm to 5mm (.197"). The M101 can be used on a workbench or supplied with a cart.

The smaller M30, for manually welding wire or strip within the range of 0.30mm to 1.80mm (.0118" to .071"), can be hand-held or fixed to a bench. For finer material 0.10mm to 1.20mm (.0039" to .047"), PWM offers the hand-held M10 and M25 machines, as well as the BM10 and BM30 models, which can be used on a bench or with a cart.

PWM machines and dies, whether standard or custom-made to suit round or profile wire and rod, are designed and manufactured in the company's UK workshops. Video demonstrations of PWM's cold welding machines can be viewed at [www.pwmltd.co.uk](http://www.pwmltd.co.uk).

## Booth 1057

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

# Fabritex

## Fabritex: Strength in Wire Storage and Fabrication

Since 1989, Fabritex, Inc., a second-generation family-owned business, has been at the forefront of tube, sheet, and plate fabrication. With a commitment to quality and durability, the company has earned a strong reputation for engineering robust wire storage solutions designed to meet the diverse needs of the industry.

Operating from a 110,000 sq ft facility, Fabritex designs and manufactures over 200 types of carriers, offering both standard and custom options. From various paint finishes to stainless steel carriers for annealing furnaces, the company provides tailored solutions, including custom colours for wire type identification and high-volume wire inventory management.

Beyond carriers, Fabritex specialises in wire coiling baskets, or stem packs, designed for enhanced wire protection and efficient storage. These custom-built solutions, compatible with major OEM down coilers, are available in carbon steel and stainless steel, ensuring durability and adaptability for different production needs. With precision CNC manufacturing, Fabritex maintains competitive pricing while upholding stringent quality standards.

At the heart of Fabritex is a customer-first approach. Understanding the unique challenges of the wire and cable sector, the team provides reliable, tailored solutions, backed by responsive support.

## Booth 1256

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



# Rosendahl Nextrom

## Raising the bar in datacom and telecom technology

At Interwire 2025, Rosendahl Nextrom will showcase industry-leading manufacturing technologies for cable and optical fiber. Powering the networks that connect the world in the age of AI.

### Supporting the entire data journey

Rosendahl Nextrom provides the complete range of manufacturing solutions from preform to fiber, covers all production stages for fiber-optic cables and offers insulation and sheathing solutions for all kinds of metal communication cables. The whole package when it comes to datacom and telecom. This year's show highlights include:

- o High-temp foaming for AI applications  
Rosendahl's high-temp foam extrusion lines for Twinax cables are setting industry standards worldwide. The advanced insulation solution enables ultrafast data transmission and low latency, critical for AI data centers.
- o Strong portfolio for fiber optics  
AI-driven data centers are the primary growth driver for fiber optics and fiber optic cable in the USA, while FTTx remains a steady demand source. This shift is increasing the need for high-performance specialty fibers and advanced cable manufacturing solutions.
- o Specialty fiber production: The growing demand for hollow-core fibers (HCF) and other specialty fibers requires advanced preform manufacturing, fiber drawing, coating technologies and proof-testing for bend-sensitive fibers.
- o Premise cable manufacturing: AI data centers rely on low-loss, high-bandwidth fiber optic cables, driving the need for advanced cable

production lines designed for high-performance indoor and interconnect applications.

- o Drop cable production: As FTTx networks expand, manufacturers require efficient and scalable solutions for last-mile fiber deployment, ensuring reliable residential and business connectivity.
- o Ribbon cable processing: With increasing demand for high-density fiber networks, our ribbon cable production lines enable manufacturers to produce cables that maximize fiber counts while optimizing installation and splicing efficiency.

### Paving the way for autonomous driving and 800V+

In the mobility sector, Rosendahl offers the first industry-ready PEEK extrusion line for hairpin wire, along with solutions for busbar insulation and high-precision automotive cables. With these technologies nothing stands in the way of autonomous driving and 800V+ board systems.

### Streamlining power cable production

The power grid must keep up with the rapid developments in mobility and datacom. Thoughtful manufacturing concepts, and reliable, material-saving processes make all the difference. Rosendahl's current highlights in the energy sector include high-speed insulation for low-voltage, a cost-effective alternative to XLPE for medium-voltage, and flexible metal shielding for high-voltage cables, suitable for both subsea and land applications.

### Offering on-site support in the US

Rosendahl Nextrom is a strategic partner for producers of cable and wire worldwide. Customers can expect first-class support for the entire lifetime of their machines. A dedicated sales and service unit in the US ensures quick on-site support and easy access to original spare parts.

## Booth 1439

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



# Setic Pourtier

For 35 years, SETIC POURTIER's U.S. branch has built expertise in the wire and cable industry. A world leader in designing and manufacturing rotating machines for non-ferrous cables, SETIC POURTIER offers cutting-edge twisting and stranding solutions.

### Meeting the Growing Needs of Data Centres

SETIC POURTIER is a key provider of specialty, data communication, and LAN cable machinery for automation, AI, robotics, aerospace, and automotive sectors.

Sebastien FARGE, Area Sales Manager:  
**"The rise of AI, increasing data volumes, and evolving data centre needs demand high-speed, high-performance cables. SETIC POURTIER provides state-of-the-art solutions for Cat 6a to 8 cables, ensuring speed and reliability."**

### Large Double Twist Machines: The Right Solution

The low and medium voltage cable market is expanding due to energy demand and infrastructure growth.

Benjamin GRASSET, Area Sales Manager:  
**"Our large double twist machines (up to 1250 MCM/630 mm<sup>2</sup>, 2600 mm reels) triple productivity, halve energy use, and reduce labour by two-thirds—maximizing efficiency and cost-effectiveness."**

### Setic-Pourtier of America: Rebranding & Expansion

To enhance customer support, we have opened new offices in Winston-Salem, strengthening our C2S service centre for fast, efficient assistance.

## Booth 1449

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





## Join the IWMA wire Southeast Asia Pavilion!

Following the success of our previous pavilions at wire Southeast Asia, we invite you to exhibit with us as part of the IWMA group at this year's exhibition in Bangkok, taking place from 17th-19th September 2025.

**£448 per sqm / S\$775 with IWMA  
premium stand & build package**

**+ £448 / S\$775 one off IWMA  
management fee**

### Prices to include the following:

.....

Carpet, directly on floor | **Shell scheme walls approx. 2400mm high** |  
Maxima system structure above stands with IWMA branding, approx. 1200mm high |  
**Horizontal fascia board including company lettering and stand number** |  
1pcs table | **4pcs / 6pcs Leather chair black** | 1pcs lockable counter (1m in height)  
inc. branding on counter | **1pcs wastepaper bin** | 3-4pcs spotlights | **1pcs Socket  
220V** | Wi-Fi for up to 2 users | **Complimentary IWMA Hospitality** | Use of IWMA  
Meeting Space | **Guaranteed presentation slot at IWMA Member Seminars** |  
Guaranteed tickets to IWMA Networking Event



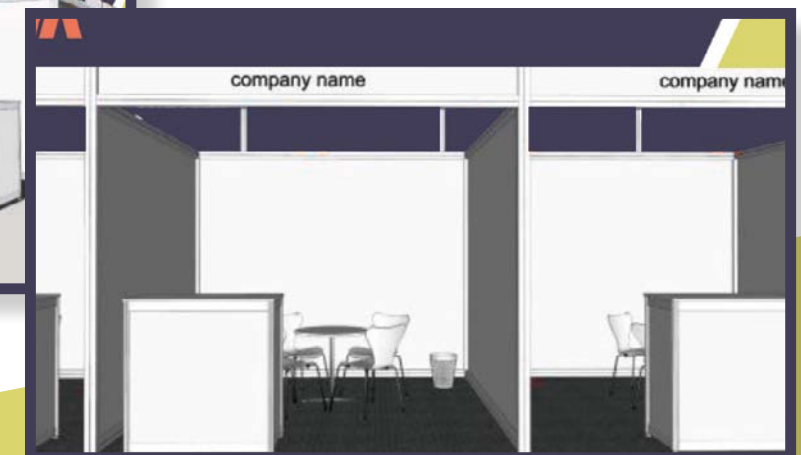
For further information, to discuss your requirements, or to request an application form, scan here to email Jessica at [jessica@iwma.org](mailto:jessica@iwma.org)

## Following fantastic interest in past years, the IWMA pavilion is back at wire Southeast Asia – and we'd love you to be part of it!

Participating in the IWMA Pavilion at wire Southeast Asia offers unparalleled advantages. IWMA provides extensive support throughout the exhibition phases, ensuring a smooth and impactful experience for our members.

Exhibitors will benefit from personalised hospitality services throughout the event and Wi-Fi to keep them connected and comfortable. Moreover, a guaranteed spot in the IWMA member seminars offers an esteemed platform for showcasing expertise.

Our dedicated stand builder is on hand to support you with the build package, and should you wish to further customise your stand, they can offer flexible solutions to enhance your presence. This strategic support aims to enhance your exhibition impact and solidify your industry position, promising a highly beneficial experience at wire Southeast Asia.



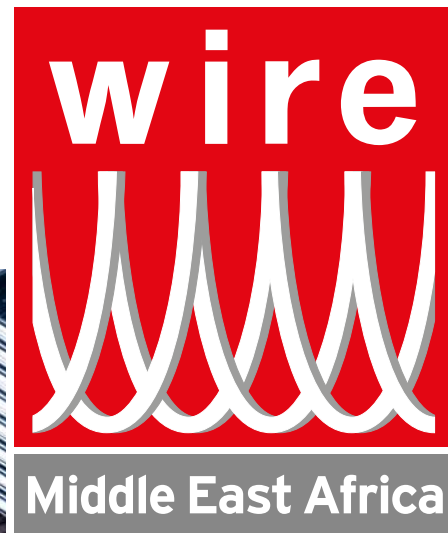


save the date:

## wire Middle East Africa at Metal & Steel Egypt 2025

6 - 8 September 2025

EIEC - Egypt International Exhibition Center  
Cairo, Egypt



## Preparing for Change: What EU and UK IWMA Members Need to Know About Upcoming Travel Rules

**As international travel evolves in the wake of Brexit and increased digital border controls, IWMA members—whether based in the UK or the EU—need to be aware of some important changes that will soon affect their ability to attend events, exhibitions, and meetings.**

From April 2, 2025, EU, EEA, and Swiss citizens who previously could enter the UK freely for short visits will now be required to obtain an Electronic Travel Authorisation (ETA) before arriving. This new system is part of the UK government's wider border digitalisation efforts and applies to all visa-exempt travellers entering the UK for tourism, business, or attending events such as IWMA conferences or exhibitions.

The ETA will cost £10, can be applied for online or through the official ETA app, and will be valid for two years—or until your passport expires, whichever comes first. It permits multiple visits, each lasting up to six months. Although many applications will be processed within hours, it is strongly recommended that visitors apply at least three days before travelling, in case of any delays or additional checks.

For our EU-based members, this means early preparation will be essential when planning to attend IWMA events in the UK. Without an approved ETA, you may be denied boarding or entry upon arrival. We advise members to check the UK government's official guidance and apply in good time.

Travellers from other parts of the world—such as the United States, Canada, Australia, and many countries in Asia and the Middle East—should be aware that the ETA scheme is gradually being rolled out for a wider list of nationalities throughout 2024 and 2025. Those who already require a visa to enter the UK will continue to follow the usual visa application process through the appropriate UK embassy or consulate. There is currently no change for these travellers, but it's always advisable to check for the latest requirements on the official UK government website before travelling.

But this change is not one-way. UK travellers heading into Europe will soon face a similar requirement. The European Union is preparing to launch its own travel authorisation system called ETIAS (European Travel Information and Authorisation System). Originally expected in 2025, it's now forecast to begin in late 2026.

Once live, all UK citizens (and other non-EU nationals) will need to apply for ETIAS approval before entering any of the 30 Schengen Area countries.

The process will involve a simple online application, answering a few security questions, and paying a small fee—expected to be €7 for most applicants. Like the UK's ETA, ETIAS will allow multiple entries and will remain valid for three years.

In both cases, these systems are not visas, but pre-travel authorisations, similar to the United States' ESTA system. They are part of a global move towards smarter, more secure borders using digital checks and data sharing.

For IWMA members on all sides of the globe, the message is simple: be informed and plan ahead. Whether you're joining us in Birmingham or Düsseldorf, a little preparation now will ensure smooth travel and continued opportunities to connect, collaborate, and grow together.

**For the most up-to-date guidance** EU visitors should visit [www.gov.uk/eta](http://www.gov.uk/eta) While UK citizens can keep an eye on [https://travel-europe.europa.eu/etias\\_en](https://travel-europe.europa.eu/etias_en)





# CRU's Data Centre Forecasting for Metallic Wire and Cable



**Egest Balla**  
Research Analyst

**CRU's Wire and Cable team has recently dug deep into the data centre markets around the world, which have seen rapid growth in recent years in regions such as North America, Europe and China.**

Following an extensive consultation period with the industry and senior leaders across CRU, we have published the results of a global data centre market model which tracks demand of both optical fibre and metallic cables. Overall, CRU forecasts that cable demand from data centre applications will account for roughly 1% of total global insulated metallic cable demand in 2025. This share is higher in key regions such as North America where metallic cable demand for datacentres accounted for 4% of cable demand in 2025, rising to 7% by the end of the decade.

In our current outlook, while optical cables dominate data transmission in modern data centres, metallic cables – primarily copper-based – play a crucial role in power distribution and specific networking tasks, such as short-distance and high-power connections. The methodology and key outcomes of this recent project are detailed below.

## GenAI trend drives metallic cable demand in data centres

Generative AI end-use applications and data centres have become a raging topic around the world, which has translated into extraordinary increases in investment since January 2019. From 2019 until July 2024, This trend will likely translate to increased demand for power and low voltage cables as AI intensity for power distribution

and electrical interconnections requires additional energy consumption.

The metallic portion of the model follows a top-down methodology which starts with collecting global electricity consumption for data centres, which is split by region and then translated to capacity data. Afterwards, intensity factors are applied for both copper and aluminium tonnage to yield total copper and aluminium consumption. The remaining steps include further splitting the metallic tonnage to usage by application within data centres, including power distribution, electrical interconnections and HVAC/heat exchanges. Finally, these application figures are converted to kt conductors.

After applying all the variables, we yield a final result for total transceiver cables. These are also grouped between AI applications, non-AI applications and data centre interconnect (DCI).

## Copper to continue as key material for AI power demand

There is no doubt that data centres require a vast amount of energy to power servers, networking equipment, cooling systems and electrical connections. Copper cables are widely used in power distribution due to their excellent conductivity and durability.

Low voltage energy cables made from copper are essential for efficiently distributing electricity within the data centre, ensuring minimal power loss and maximising energy efficiency. As data centres grow both in size and complexity, the demand for reliable power distribution solutions, including metallic cables, continues to increase.

Recent trends emphasise sustainability and efficiency, pushing data centres to optimise their energy usage. The integration of copper-based cables allows for better thermal management and reduces energy loss, as copper has a higher conductivity compared to alternatives like aluminium. In particular, the rising adoption of renewable energy sources and energy storage systems in data centres increase the need for copper in power distribution cables, connectors and busbars.

While optical fibre is the primary medium for long-distance, high-speed data transmission, copper cables still have a place in short-range connections, particularly within server racks and cabinets. Technologies like Direct Attach Copper (DAC) cables provide high-speed, low-latency connections between servers and networking equipment at shorter distances. These DAC cables offer a cost-effective alternative to optical transceivers for links within the same rack or between adjacent racks, supporting speeds up to 100 Gbps.

NVIDIA – a leading player in the data centre market, especially in AI and high-performance computing (HPC) segment – plays a crucial role in driving the demand for copper. As NVIDIA's data centre solutions – including GPUs and networking equipment – proliferate in hyperscale and enterprise data centres, there is an increasing need for robust, high-performance interconnects. Copper's superior conductivity makes it essential for distributing the vast amounts of electricity required to power NVIDIA's high-performance GPUs, which are critical for AI training, machine learning and large-scale data processing.

Figure 2: Global data centre metallic cable demand mainly composed of copper

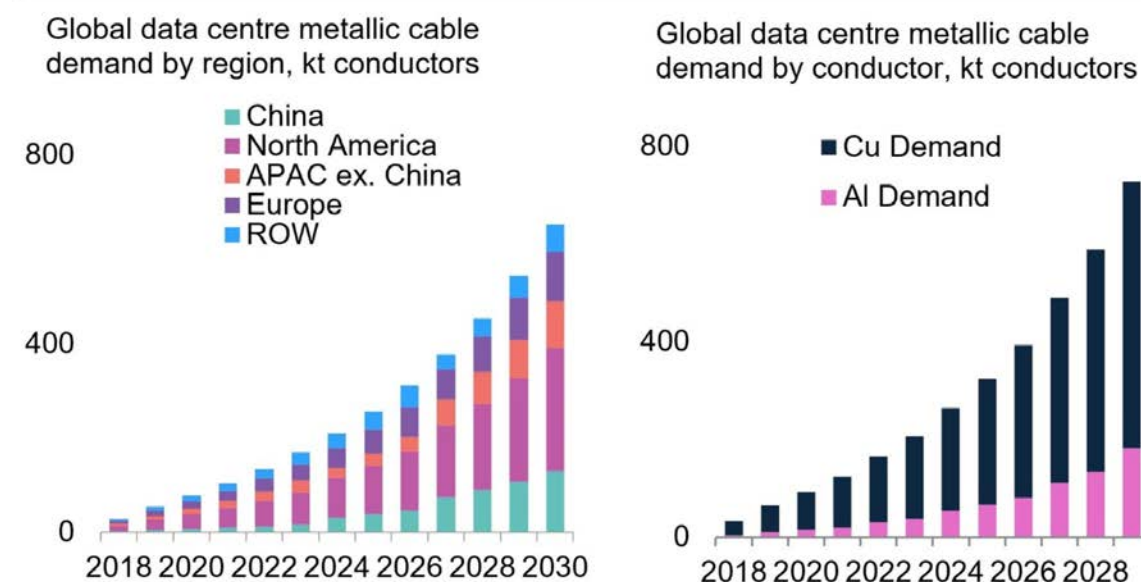
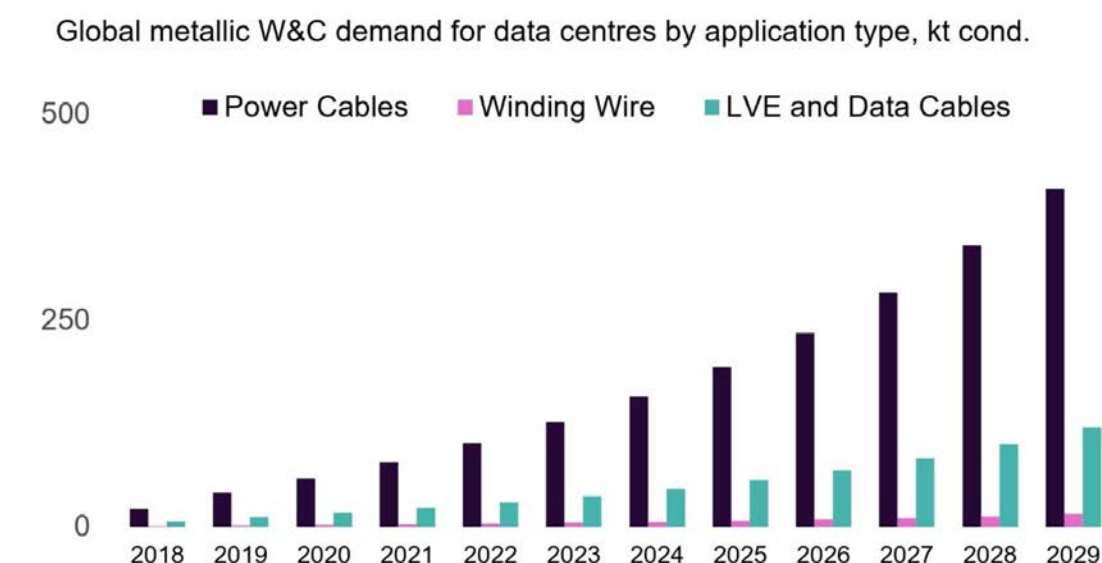


Figure 3: Metallic cable demand by application and optical demand by application /cable type



As seen in Figure2 above, while copper remains the dominant material in data centre cables, aluminium is occasionally used as a lighter and cheaper alternative, particularly in non-critical applications. However, copper's superior conductivity and thermal properties make it the preferred choice for both power distribution and high-speed data interconnects, especially where performance and reliability are paramount.

In applications like HVAC systems, copper is used in heat exchange components due to its high thermal conductivity, which improves cooling efficiency. In contrast, aluminium is more commonly used in less performance-critical areas, such as grounding

and plumbing systems. The application split between copper and aluminium varies, but copper continues to dominate where power and data integrity are key.

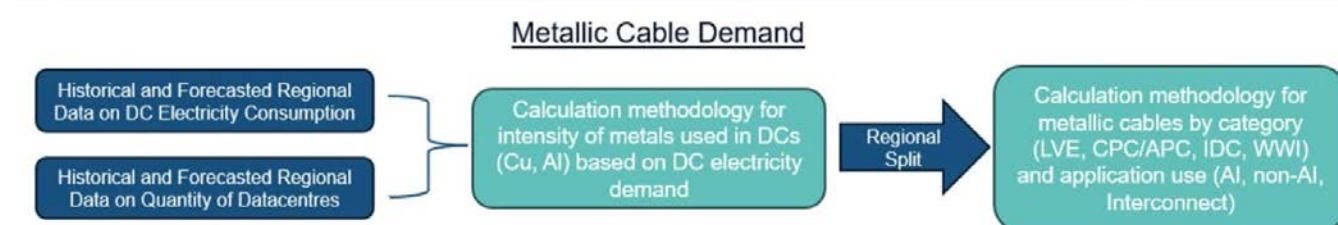
## Positive outlook remains for copper demand given AI trend

As data centres move toward higher densities and greater performance requirements, copper will remain a key component in power distribution and short-range data transmission. Emerging technologies like AI, 5G and edge computing will further drive demand for copper, particularly in high-performance power cables and DACs.

Moreover, as data centres focus on reducing energy consumption, copper's role in enhancing power efficiency and reducing losses will be even more critical. The long-term outlook for copper demand in data centres is strong, with the potential for increased use as energy-efficient designs and high-performance networking become increasingly important in an era of rising global connectivity requirements.

With the datacentre industry experiencing rapid changes and developments, you can follow our updated views and insights on the metallic wire and cable market for datacentres through our Wire and Cable Market Outlook Service.

Figure 1: Schematic map of CRU Wire and Cable team's data centre model platform



DATA: CRU, Lightcounting. Note: CRU's forecast is based on global transceiver shipment data provided in partnership with Lightcounting.



# CRU's Data Centre Forecasting for Optical Fibre and Cable



**Egest Balla**  
Research Analyst

CRU's Wire and Cable team have recently dug deep into the data centre market around the world, which has seen rapid growth in recent years in major regions such as North America, Europe and China. Following an extensive consultation period with the industry and senior leaders across CRU, we have published the results of a global data centre market model that tracks demand of both optical fibre and metallic cables.

As discussed in our Optical Fibre and Cable Market Outlook service, CRU forecasts that optical cable demand from data centre applications will account for roughly 5% of total global optical cable demand in 2025. This share is higher in key regions such as North America, where optical cable demand for data centres accounted for 3% of total cable demand in 2025, and will rise to about 7% by the end of the decade.

In our current outlook, both single-mode and multi-mode fibre cable products will see significant consumption growth in all regions in relation to data centre and Generative AI (GenAI) applications. The methodology and key outcomes of this recent project are detailed below.

## AI boom drives global optical cable demand in data centres

Generative AI end-use applications and data centres have become a raging topic around the world, which has translated into extraordinary increases in investment since January 2019. From 2019 until July 2024, spending on data centre construction in the US is up about 210%. This trend will

likely translate to increased demand for power cables and low-voltage cables, as AI intensity for power distribution and electrical interconnections requires additional energy consumption.

Through our partnership with Lightcounting, a UK-based market research firm focused on optical transceiver markets, we can translate historical and forecast optical transceiver shipment data into tangible fibre optic cable demand figures. With the shipment data, we utilise different factors such as reach, percentage used of maximum reach, fibre count and average wavelength (for Dense Wavelength Division Multiplexing [DWDM] transceivers).

After applying all the variables, we yield a final result for total single-mode fibre (SMF) and multi-mode fibre (MMF) cable distance for ethernet-transceiver cables, DWDM-transceiver cables, Active Optical Cable (AOC), Active Electronic Cable (AEC) and Direct Attach Copper (DAC) transceiver cables. These are also grouped between AI applications, non-AI applications, and data centre interconnect (DCI). CRU forecasts that optical cable consumption for AI applications grew by 138% in 2024 and will grow by 80% in 2025.

## Optical cable and DWDM options needed for higher speeds

Single-mode fibre is the primary choice for connecting geographically dispersed data centres. These high-capacity links, sometimes using DWDM, transmit multiple data streams simultaneously over a single fibre using different wavelengths, significantly

increasing bandwidth. Several emerging trends are shaping the future of optical fibre in data centre environments. One notable trend is the migration to 400G and 800G solutions, driven by the ever-growing data demands from cloud computing, artificial intelligence and content delivery networks.

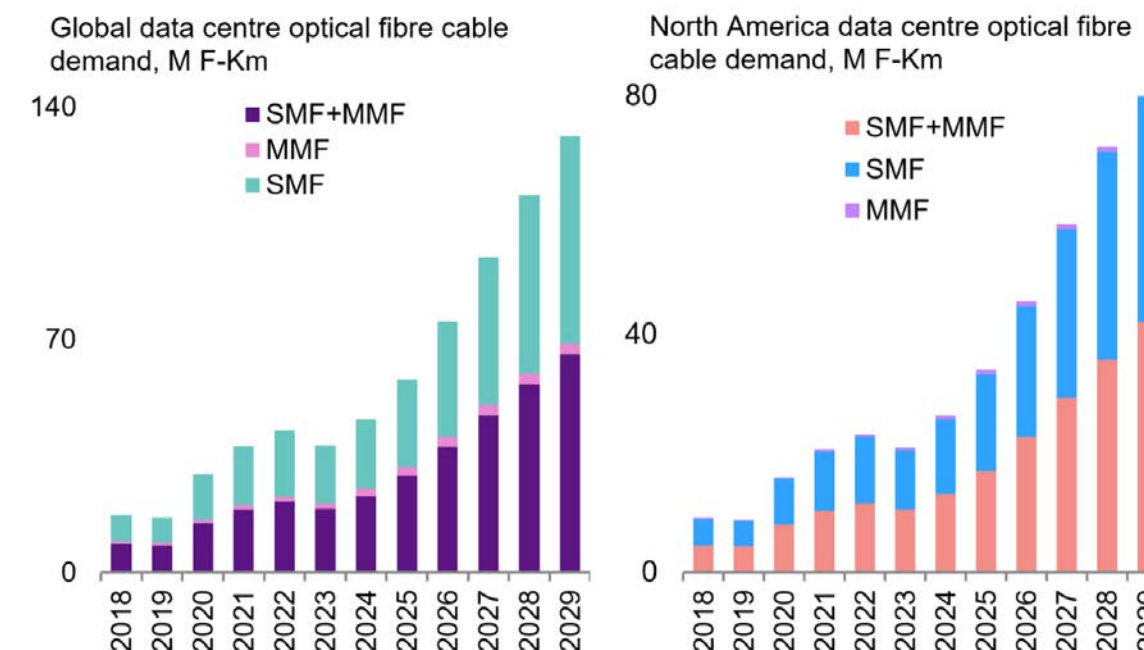
SMF is crucial in enabling these high-speed networks, especially for hyperscale data centres that require long-distance, high-bandwidth connections. Silicon photonics is also gaining traction, offering the potential to reduce the cost and power consumption of high-speed optical transceivers by integrating optical and electronic components on a single chip.

Additionally, OM5 fibre, a new generation of MMF, supports multiple wavelengths on a single fibre, allowing for higher data rates and extending MMF's viability for future short-distance, high-speed connections. These technological advancements are paving the way for more efficient, scalable and cost-effective optical fibre solutions in data centres, enabling them to meet the growing demands of the digital economy.

## AI applications primarily driving global optical growth in DCs

Overall, the outlook for optical cable demand in data centres remains robust, driven by the rapid expansion of AI applications and increasing data transmission needs. Single-mode fibre will continue to dominate long-distance, high-capacity connections, particularly as data centres migrate to 400G and 800G solutions.

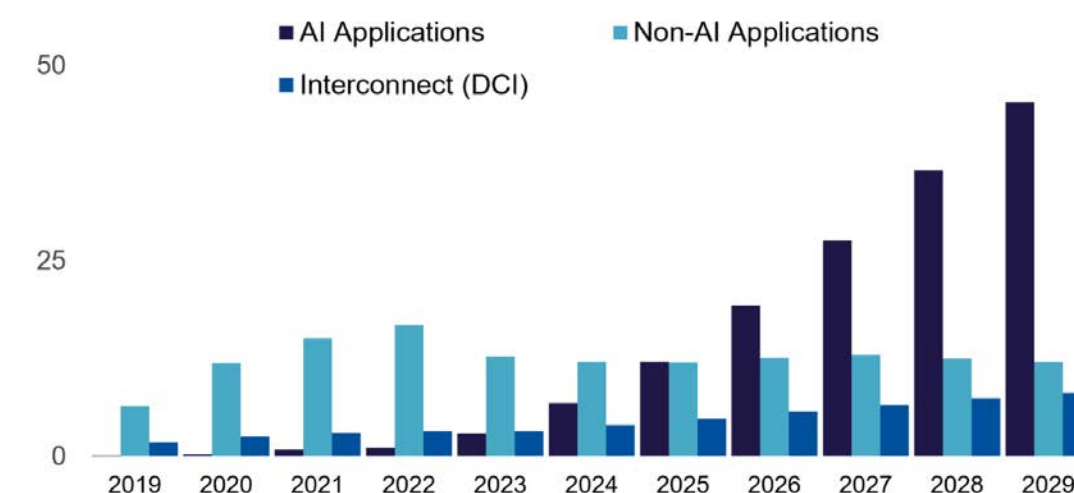
North America represents 57% of global data centre optical cable demand in 2024



DATA: Lightcounting, CRU Optical Fibre and Cable Market Outlook

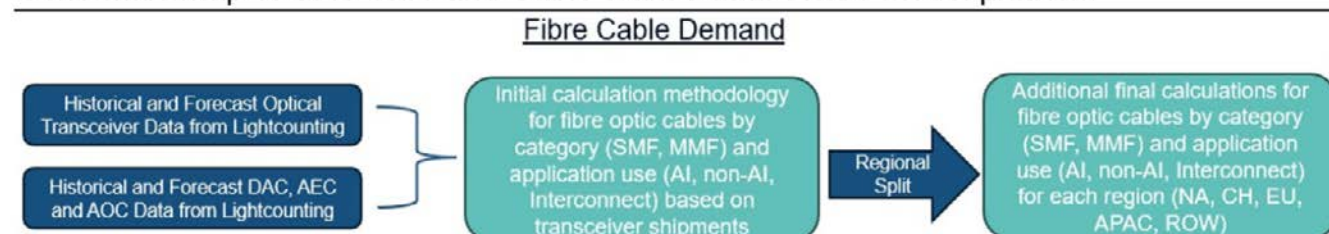
## Global optical cable demand by application/cable type

### Global optical cable demand for data centres by application, M F-km



DATA: CRU, Lightcounting

## Schematic map of CRU Wire and Cable team's data centre model platform



DATA: CRU, Lightcounting; NOTE: CRU's forecast is based on global transceiver shipment data provided in partnership with Lightcounting

Technological advancements like silicon photonics and OM5 multi-mode fibre are set to enhance efficiency while reducing costs. Our results are divided by three main categories – AI applications, non-AI applications and Interconnect (DCI). In 2024, cable demand for AI applications achieved its highest growth rate at 137% y/y.

In addition, starting in 2025, AI applications cable demand is forecast to continue its surge past non-AI at 77% y/y and have an expected five-year CAGR of 26% until 2029.

The sector is poised for sustained expansion as data centres evolve to meet escalating

digital economy demands. The combination of DWDM technology and next-generation fibres will be crucial in supporting the exponential growth in data traffic while enabling more cost-effective and energy-efficient connectivity solutions.



# The 20-Year Deadline: A Safety Rule That Can't Be Ignored

**Time wears everything down—even safety itself. The issue is not whether safety components will fail, but when—and in safety matters, a single failure can be irreversible.**

Machines can keep running for decades, but their safety components have a strict expiration date—no more than 20 years from the date of manufacture, no exceptions. Even if the components are stored and not yet used, the clock still starts ticking from the moment they are produced. This is not just a best practice or an industry recommendation; it is a fact established by BS / EN / ISO 13849, the international standard for functional safety. After two decades, safety can no longer be guaranteed, and continuing to operate with outdated components means taking an unacceptable risk.

Yet, many companies overlook this deadline. If everything seems to be working fine, why replace anything? The problem is that safety components don't fail visibly like mechanical parts do. Their deterioration is silent, hidden, and progressive—until the moment they no longer work as expected. By then, it may already be too late.

## Why 20 Years? The Science Behind the Rule

The 20-year limit is not arbitrary. It is based on predictable aging processes that affect all materials and electronic components over time. While some failures happen suddenly, most safety issues emerge gradually, making them difficult to detect until they cause a serious incident.

- **Environmental and material degradation is inevitable.** Heat, humidity, dust, vibrations, and electrical fluctuations accelerate wear, even in machines that are rarely used. Over time,

electrical contacts oxidise, relays become inconsistent, sensors lose precision, and mechanical parts suffer microscopic wear. These changes may not cause immediate failure, but they severely reduce reliability in critical moments.

- **Safety standards evolve, risks change.** A system designed 20 years ago followed regulations that are now outdated. New hazards emerge, safety requirements tighten, and old components may no longer be fit for purpose. Relying on them means exposing workers and operations to risks that today's regulations aim to prevent.
- **After 20 years, safety can no longer be guaranteed.** The BS / EN / ISO 13849 standard establishes that safety components have a limited operational lifespan, beyond which their reliability can no longer be assured. While some manufacturers may still offer replacements or support, the natural

degradation of materials and the evolution of safety standards mean that these components may fail unpredictably or no longer meet current safety requirements. Continuing to use them means operating without certainty about their functionality, which goes against the core principles of industrial safety.

- **The cost of replacement is marginal compared to the cost of failure.** While replacing safety components requires investment, the alternative—an accident due to outdated components—can be devastating. Legal liabilities, operational downtime, financial penalties, and, most critically, human lives, are all at stake.

## Real-Life Examples: Common Components That Need Replacement

To highlight the importance of the 20-year rule, here are some examples of safety components that should be replaced:

- **Drive devices with safety functions**
- **Emergency stop devices**
- **Safety controllers**
- **Safety relays**
- **Safety sensors**
- **Safety switches**

These are just a few examples of how safety components degrade silently. Continuing to operate with outdated parts can result in accidents when you least expect it.

## What Companies Need to Do Now

Ignoring the 20-year deadline is not just a regulatory violation—it is a calculated risk with unpredictable consequences. The only way to ensure continued safety is to take proactive action before it's too late:

- **Audit existing safety components.** If a machine is over 20 years old, it's time to check when its safety-critical parts were last replaced. If the answer is "never," action is urgently needed.
- **Plan replacements in advance.** Waiting until a component fails means accepting unnecessary risk. A structured replacement strategy ensures uninterrupted operations and compliance with BS / EN / ISO 13849.
- **Modernise safety systems.** Upgrading to new safety technology doesn't just ensure compliance—it enhances efficiency, reliability, and long-term operational stability.

## • Rely on expert guidance.

Identifying aging safety components and selecting the right replacements can be challenging. Industry specialists help assess risks, recommend upgrades, and ensure compliance with modern safety standards—all while minimising disruptions to operations.

By taking these steps, companies can mitigate the risks of aging components and ensure their systems remain compliant and safe. It is crucial to emphasise that compliance with BS / EN / ISO 13849 is not optional—it is a fundamental requirement. Proactively replacing critical components before they reach their 20-year limit is the only way to guarantee a machine remains safe.

**Safety is not about perception—it's about data and certainty.** Waiting and assuming that "everything still works fine" is a dangerous trap. Once a component exceeds its lifespan, its reliability is no longer assured. And when lives are at stake, there is no room for uncertainty, no margin for error, and no excuse for inaction.

If you have any questions or require further assistance, feel free to contact us at [info@acoteq.com](mailto:info@acoteq.com)





# Nano Split Innovation by Ajax & Turner

Since 1962, Ajax & Turner has been at the forefront of innovation in wire drawing and compacting dies and tools for the wire and cable industries. Our latest advancement, the VNT Nano Split Die, represents a significant leap in technology, offering unparalleled benefits that directly address long-standing industry challenges.

## Revolutionary Technology For Enhanced Performance

The VNT Nano Split Dies are engineered with multi-layer coatings of Nano Crystalline Diamond applied through vapor deposition. This cutting-edge process results in an exceptionally smooth surface, drastically reducing friction. As a result, manufacturers experience improved copper and aluminum utilization, translating to cost savings and enhanced product quality.

## Versatile Applications Across Wire And Cable Industries

Designed for versatility, VNT Nano Split Dies accommodate sizes from 0.5 to 100mm, making them ideal for stranding, bunching, and compacting applications. The reduced friction not only improves material flow but also ensures a high-brightness surface finish, enhancing the aesthetic and functional quality of the final product.

## Durability And Longevity That Redefine Standards

The stainless steel grade 304 casing prevents rust, extending the die's lifespan and maintaining performance over time. Compared to traditional PCD and Tungsten Carbide Dies, VNT Nano Split Dies offer a 3-4% improvement in raw material utilization and boast a service life that is over ten times longer. This longevity eliminates the need for die polishing or re-cutting, ensuring consistent performance with zero tolerance deviation throughout the die's working life.

## Maximized Production Efficiency

For aluminum and copper compacting, the VNT Nano Split Dies can achieve production runs of approximately 12,000 to 15,000 cable kilometers, provided optimal parameters are maintained. The technology simplifies wire break repairs and mitigates issues related to short service life, significantly reducing downtime and the frequency of die changes.

## Increased Speed And Reduced Labor Intensity

The reduced friction from the diamond composite coating minimizes the traction force required during the stranding process.

This allows for higher stranding speeds compared to cemented carbide dies, further boosting production efficiency and reducing labor intensity. The result is a streamlined manufacturing process that enhances both output and worker productivity.

## Cost-Effective Solution With Superior Performance

From a cost-performance perspective, the VNT Nano Split Die's diamond surface, created through the CVD Hard Process, offers tremendous economic benefits. The dies are not only cost-effective but also deliver superior performance, making them an invaluable asset for manufacturers seeking to optimize operations.

## Join The Future Of Wire And Cable Manufacturing

We invite industry professionals to experience the transformative impact of VNT Nano Split Dies. For inquiries and further information, please contact Ajax & Turner.

Embrace the future of wire and cable manufacturing with technology that delivers efficiency, durability, and unmatched quality.

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

# The IDEAL World of Welding: Innovation, Quality, and Passion at IDEAL!



## The CSR 102 is a true multitasking powerhouse!

The IDEAL-Werk NC jig welding machine, type CSR, has been optimised for automated sheet metal and wire processing and can perform diverse welding and handling tasks in a single set-up.

Equipped with three independent NC welding press pairs, a 360° NC-controlled rotating electrode, and a 315° NC-controlled X-gun, it enables the production of wire mesh decks, smooth contours, and complex three-dimensional components like baskets.

Due to its modular design, the CSR can be effortlessly configured for project-specific welding tasks or expanded for future requirements.

From sheet metal connections and resistance spot welding to crosswire welding or stud welding—including the use of highly complex components with "pick and place" tools—the CSR is always the right solution.

Flexibility is the key factor, allowing the CSR to be used as a traditional single workstation, a fully automated system in an assembly line, or an operator less machining cell.

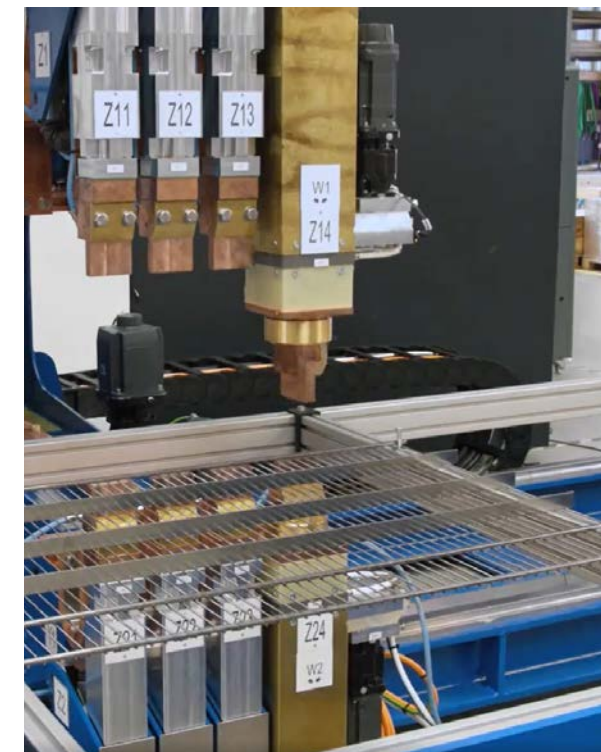
Its mid-frequency technology ensures maximum precision and efficiency.

Find out more at [www.ideal-werk.com/en/products/wire-products/csr-102-versaweld/](http://www.ideal-werk.com/en/products/wire-products/csr-102-versaweld/)

or watch this video: <https://youtu.be/joOmVOND6vI>

IDEAL... We Connect Worlds.

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



# Two Technology Leaders Strengthen Their Presence in Mexico

Maschinenfabrik Niehoff and Rosendahl Nextrom, two leading manufacturers of machinery for the international wire & cable industry, have established a joint sales and service centre in Mexico, a rapidly growing market. The new facility is housed in a modern commercial building with an attached warehouse in Santiago de Querétaro, commonly known as Querétaro. Its strategic central location enables both companies to provide reliable and fast spare parts supply to their customers.

A team of well-trained, Spanish-speaking technicians is available to perform service operations and offer expert advice on energy-efficient and material-efficient production, as well as the acquisition of new machinery.

The Niehoff Mexico S.R.L. team consists of 11 employees, including five service

technicians. Rosendahl Nextrom will start with a core team of three, covering spare parts handling, after-sales service, and local sales support.

Niehoff, specialised in machinery to produce non-ferrous wires and their processing into automotive, power, data, and special cables, and Rosendahl Nextrom, specialised in extrusion systems for wire insulation, cable sheathing, and optical fibre production, share a long-standing partnership built on common values and goals. With over a decade of experience in joint international sales and service operations, both companies are well-positioned to enhance support for customers in Mexico.

Many products from Niehoff and Rosendahl Nextrom complement each other, and many wire & cable manufacturers already use machinery from both companies. By

operating a joint sales and service centre, Niehoff and Rosendahl Nextrom can maximise synergies and strengthen their market presence.

[www.niehoff-gmbh.info](http://www.niehoff-gmbh.info)

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



# Gauder Group, Inc. Becomes Setic-Pourtier of America, Inc.

Setic-Pourtier is pleased to announce a name change for its U.S. Brand Division, Gauder Group, Inc.

Effective January 1, 2025, the company will operate under the name Setic-Pourtier of America, Inc.

This change is part of our ongoing commitment to streamlining our global operations.

Our goal is to reinforce Setic-Pourtier brand recognition as well as create consistency across Setic-Pourtier subdivisions. The rebranding of Gauder Group, Inc. will create cross-selling and support opportunities, improve operational efficiency, and generate growth and expansion.

We want to assure our customers and partners that this rebranding will not affect the quality of service or the high standards of excellence they have come to expect from us. Our core values, dedicated team, and commitment to excellence remain unchanged.

We kindly request our customers and partners to update their records with our new company name for any future correspondence or transactions. Our contact details, including phone numbers, email addresses, and website URL, will remain the same.

Should you have any questions or concerns regarding this name change, please do not hesitate to reach out to us. We appreciate your continued support and look forward to serving you as Setic-Pourtier of America, Inc.

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





## Madem-Moorecraft expands its position in the United States by doubling production in Denton, TX

**Madem-Moorecraft Reels USA has doubled production capacity for nailed wooden reels at its Denton, TX manufacturing plant.**

The newly opened plant has completed the installation of its second manufacturing line for nailed wooden reels. The new production line is the most advanced in the global group of companies, integrating cutting-edge technology for smart production, energy efficiency, and customization. Additionally, a second assembly and distribution warehouse, dedicated to the Texas market, was added. Currently, Madem-Moorecraft

has over 200,000 square feet of space in Denton, TX, for nailed wood reel manufacturing, plywood reel manufacturing, wood reel recycling, and distribution.

Madem-Moorecraft, a joint venture between Madem Brazil and Moorecraft Reels (USA), operates two manufacturing plants for nailed wooden reels, located in Tarboro, NC, and Denton, TX. The plywood reel manufacturing line is located in Denton, TX. Additionally, Madem-Moorecraft has assembly and distribution warehouses in TX, AZ, GA, OH, WV, and NC. The wood reel recycling program operates at all locations and is directly linked with the company's customer base. Future assembly, manufacturing, and

distribution locations are under consideration to meet market demand.

Madem-Moorecraft has proven results, with customer satisfaction surveys near 100%, reflecting high-quality production of nailed wooden and plywood reels. Now, we offer carbon-neutral manufacturing performance, unequalled in the industry, along with an environmental commitment to PEFC green certifications. No other manufacturer matches our combination of quality, distribution, carbon-neutral manufacturing, and environmental commitments to PEFC and ISO certifications.

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

## Helping Supercomputers Think *Faster*

**Rosendahl's High-Temperature Foam Lines for Twinax Cables Set the Global Benchmark for Precision and Performance in AI Cable Infrastructure.**



per second. Extremely low latency. High temperature resistance. These are the key reasons Twinax cables are used in AI data centres, where they connect thousands of GPUs over short distances.

To achieve the high performance needed for supercomputers, nothing can be left to chance in cable manufacturing. The product geometry must stay within extremely tight tolerance ranges. The two conductors in the Twinax cable must remain perfectly parallel; even slight deviations can impact performance. Additionally, a uniform foam structure is crucial for maintaining consistent capacitance and impedance. This reduces signal attenuation and enhances the electrical properties of the cable.

All of that requires utmost precision and process stability, pushing conventional manufacturing methods to their limits.

**High-Temperature Foaming Making It Happen**

Leading data cable manufacturers worldwide trust Rosendahl's high-temperature foam lines to achieve exceptional Twinax cable insulation. This trust is built on years of expertise, during which Rosendahl's extrusion specialists have developed finely tuned equipment and advanced process know-how for cables with superior properties. Today, this technology enables transmission speeds of terabytes per second, seamlessly connecting the "brain cells" of AI systems and driving the performance of modern data centres.

Looking ahead, Rosendahl continues to push the boundaries of what's possible in cable manufacturing. The company remains dedicated to innovation and collaborates closely with industry partners to meet the evolving demands of AI and next-generation supercomputers.

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

## WAI's Education Center Set to Transform Wire Industry Training in 2025

The Wire Association International Inc. (WAI) announces the official launch of its online Education Center, a training platform designed to revolutionize professional development in the wire and cable manufacturing industry. This platform—both versatile and accessible—offers a modern approach to training. It combines the visual aid of high-quality 3D animations and real-world footage with expert instruction to ensure a dynamic and effective learning experience.

The platform includes foundational content focusing on extrusion basics, ferrous metallurgy, and manufacturing safety.

By mid-2025, WAI will expand the Education Center library with an adaptation of its flagship Fundamentals of Wire Manufacturing course, to be delivered in a comprehensive series of on-demand modules. Course topics include wire drawing, lubricants, and wire breaks.

Participants can expect an Extrusion Series later this year, covering single-layer extrusion, extrusion materials, special process considerations, and extrusion applications. Videos in this series will be offered for purchase individually or as part of a bundled package.

WAI also plans a Safety Training Series, which will include modules addressing

the unique challenges of wire and cable manufacturing, equipping companies to prioritize worker well-being and maintain compliance.

Commenting on the platform, John Markowski, WAI's Manager of Education, said, **"WAI's Education Center delivers a flexible, on-demand program to empower companies to train employees on their own schedule—a great solution for businesses seeking consistent and efficient onboarding."**

To learn more about WAI's Education Center, visit

[www.wirenet.org](http://www.wirenet.org) or contact [education@wirenet.org](mailto:education@wirenet.org)



## REWIREcable 2025: Driving Innovation in Wire & Cable

Organised by InnoVites, REWIREcable 2025 will take place on 3-4 June at the Corendon Urban Amsterdam Schiphol Airport Hotel, bringing together wire and cable leaders, IT decision-makers, and technology innovators for two days of insights and collaboration.

InnoVites is shaping this event to bridge the gap between traditional manufacturing and cutting-edge digital solutions. The conference will explore AI, ERP, MES, IIoT, and smart manufacturing, offering strategies for businesses to stay ahead in a rapidly evolving market.

With expert speakers, networking opportunities, and discussions on the future of the industry, REWIREcable 2025 is set to be a key event for wire and cable professionals looking to embrace innovation.

Find out more at [www.rewirecable.com](http://www.rewirecable.com) or visit [www.innovites.com](http://www.innovites.com)

**REWIRE Cable**

**InnoVites**

**REWIREcable Conference 2025**

**June 3rd & 4th, 2025**

**Corendon Urban Amsterdam Schiphol Airport Hotel, Netherlands**



**Join us for an immersive experience**

**Starts June 3rd, 12:00 PM CEST**



# SIKORA Recognised Again as a World Market Leader Champion in 2025

In 2025, SIKORA AG from Bremen remains one of the 520 secret world market leaders in the German-speaking economic area. This is the result of a study conducted by the University of St. Gallen in cooperation with the magazine WirtschaftsWoche and the Academy of German Business Leaders.

Since 2016, SIKORA has been represented for the seventh consecutive time in the ranking of the world market leader champions, which is published annually by WirtschaftsWoche. Around 520 companies are evaluated and selected by the University of St. Gallen and the Academy of German Business Leaders based on defined criteria. The awarded companies must occupy first or second place in at least one relevant market segment and achieve an annual turnover of at least 50 million euros, of which at least half must be generated abroad on three or more continents.

Only official figures are included in the evaluation, such as published annual financial statements in the Federal Gazette or the latest financial statements of listed companies. In the current survey, SIKORA was recognised as one of three Bremen-based companies.



**"For more than 50 years, we at SIKORA have been investing in future-oriented technologies,"** says Dr. Christian Frank, CEO of SIKORA.

**"The renewed award as a world market leader champion confirms our innovative strength and the great commitment of our team. Our goal remains to continuously offer our customers solutions of the highest quality through new technologies and product innovations."**

Every year, SIKORA invests more than 10 percent of its revenue in the research and development of new measuring and control technology, as well as inspection, analysis, and sorting systems for quality assurance during the production of wires and cables, tubes, hoses, pipes, sheets, optical fibers, and plastics. With more than 400 employees in Bremen, Germany, and 13 operating international subsidiaries, the company offers innovative solutions and customised customer service.

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

**Temco**  
Wire Products Limited

## Temco Wire Products Ltd: Navigating Growth and Stability in a Changing Market

Driven by sustained demand for its specialist copper alloy, silver, and nickel-plated wire and strands, Temco Wire Products Ltd enjoyed its first year after the carve-out from LEONI AG and plans to build upon this success as an agile SME in the years to come.

2024 was an interesting year. The sales budget was prepared with a very optimistic emphasis on growth, partly agreed upon due to the imminent carve-out and sale of Temco, and with the expectation of recovery in market sectors as worldwide economies rebounded from difficult circumstances in 2022/2023. These included factors such as the conflict in Ukraine, high global inflation levels triggering a cost-of-living crisis, and soaring energy costs.

The team was focused on independence, and with our Policy Deployment ("Hoshin Kanri") activity, we set the annual and five-year objectives and business strategy. These are the foundations of our continuous improvement culture, Kaizen. We have been on this journey for over a decade, and the day-to-day operations at Temco display all

the signs of standardisation and control. The openness of key performance indicators, the daily cascade of performance updates, team support, and customer focus are key drivers of success.

The policies, standard operating procedures, control dashboards, and training and development of individual employees have contributed to the agility of the team, enabling them to manage the highs and lows of business demand on a weekly and monthly basis. This will ensure continued success for years to come.

However, 2024 has remained a mixed year for trading. While there has been growth with some customers and sectors, others have continued at a similar rate to 2023. This trend is seen throughout much of European industry. Customer confidence in Temco Wire Products Ltd remains high, and market share has not been lost, but growth remains at the mercy of global economic recovery.

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

# Permanoid Limited Announces Senior Management Changes

**Permanoid Limited, a leading UK manufacturer of industrial wires and cables, has announced key senior management appointments following recent retirements.**

After nine years as Finance Manager, Gary Payne retired on 12th February 2025, with Helen Hampson stepping into the role. Helen brings extensive finance and HR experience from family-owned businesses.

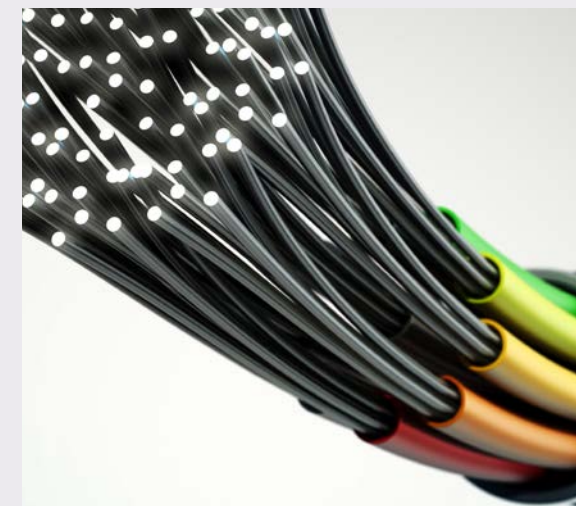
David Clarke, Operations Manager, retired on 30th November 2024, having also served as Technical and Quality Manager.

Nick Aspey, who joined as an apprentice in 2003 and became Engineering Manager, now takes over as Operations Manager. Lee Spinks, an engineer since 2024, succeeds him as Engineering Manager.

To strengthen compliance and sustainability efforts, Natalie Dobson is now Business Improvement and Compliance Manager, with Adam Driver taking over as Quality Manager.

These appointments ensure Permanoid continues delivering excellence in manufacturing and innovation.

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



# WintWire's Warehouse Expansion: Unlocking New Levels of Capacity and Efficiency

At WintWire, innovation and growth have always gone hand in hand with our commitment to serving our customers' evolving needs. In line with this ethos, we are pleased to announce a significant milestone in our journey: the expansion and modernisation of our storage facilities, designed to meet increasing demand and improve operational efficiency.

First, we have maximised space with an advanced storage system. Our recently installed high-density storage system in our newly refurbished warehouse is a game-changer. Unlike traditional shelving, this solution optimises all available space, reducing the footprint required for access. This cutting-edge system allows us to store more wire while ensuring quick and efficient access, minimising turnaround times for customer orders.

We have also expanded the warehouse area. In addition to the storage system, we have invested in new conventional racking to increase our pallet storage and added a large mezzanine floor to boost our overall capacity.

Finally, we have increased our wire rod storage capacity. The new storage area

enables us to keep more raw materials on hand to meet urgent or specialised customer requests.

These investments have unlocked over 150 tonnes of additional capacity across our facilities, strengthening our ability to handle a larger number of orders while also enhancing our capability to stock a wider variety of materials and smaller wire diameters.

Expect faster lead times, greater flexibility, and the ability to respond to ad hoc or large-scale orders with ease. Whether you are purchasing round or shaped wires in nickel alloys, stainless steels, non-ferrous metals, carbon, carbon alloy, or titanium-type materials, our upgraded facilities ensure we are equipped to meet your needs more efficiently than ever. Ben Turner, Managing Director, expressed his enthusiasm about the development:

**"This warehouse expansion is just one further step in our ongoing commitment to being the number one trusted partner for all your wire needs. A further 'big reveal' will follow on our social channels, so keep your eyes peeled."**

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



**WintWire**  
manufacturers of specialty wires



# SCGC: Driving Sustainability in Thailand's Wire and Cable Manufacturing

Sustainability is no longer a trend—it's a necessity in reshaping Thailand's wire and cable (W&C) industry. With increasing demands for green products, stricter regulations, and global ESG commitments, manufacturers have the chance to redefine their operations and lead the charge for a more sustainable future.

## Key Impact Areas and Strategies

### 1. Sustainable Product Design

Customers expect eco-friendly products that comply with regulations. Manufacturers can embrace sustainable design, adopt greener materials, and ensure regulatory compliance from the outset.

### 2. ESG-Aligned Policies

Brand reputation and competitive pressure push companies to integrate ESG into policies. Transparent action plans and consistent communication build trust with customers and investors.

### 3. Green Manufacturing

Efficiency meets sustainability through smart technologies, zero-emission targets, and waste management. Investing in digital tools and modern facilities can enhance performance and environmental responsibility.

### 4. Empowering People

Employee health and safety are essential for sustainability. Training programs, hazardous material controls, and regular health monitoring promote a culture of responsibility.

### 5. Regulatory Collaboration

Working with authorities like TIS and certification bodies ensures compliance and credibility. Leveraging sustainable initiatives and certifications boosts competitiveness.

### Turning Challenges into Opportunities

Sustainability is more than a requirement—it's a competitive advantage. By embracing green design, smarter policies, advanced manufacturing practices, and people-driven initiatives, Thailand's W&C manufacturers can position themselves as leaders on the global stage.

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

# Metalube Strengthens Global Team with New Product Manager for Tube, Hot Rolling, and Sub-Sea Lubricants

**Metalube, a leading global manufacturer of industrial lubricants, is delighted to announce the appointment of Sébastien Mallet as Product Manager for Tube, Hot Rolling, and Sub-Sea products. Séb joins the UK commercial team at the Manchester headquarters, bringing with him over a decade of experience in the oil and lubricants industry.**

With his extensive knowledge and expertise, Séb is poised to make a significant impact on Metalube's operations and customer experience, especially in the specialised sectors of Tube, Hot Rolling, and Sub-Sea. *"I am excited to hit the ground running at Metalube and get to know our customers in the Tube, Hot Rolling, and Sub-Sea industries across the globe,"* said Sébastien Mallet, Commercial Product Manager. *"With my experience in the lubricants industry, I am confident that we can take our comprehensive range of specialist lubricants to the next level and expand our export sales even further afield."*

Séb's appointment underscores Metalube's commitment to continuous growth and innovation within the industrial lubricants sector. By dedicating resources to these product lines, Metalube aims to provide

even better support, enhanced customer care, and an expanded global reach. Metalube's flagship product ranges — Tubol™, Metarol™, and Alumol™ — are globally recognised for offering cutting-edge lubrication and protection solutions for copper and aluminium drawing, tube drawing, and hot rolling applications. The addition of Séb to the team reinforces the company's dedication to delivering advanced technologies and superior service to customers worldwide.

The strategic decision to split Metalube's wire and tube products across two commercial managers will provide a sharper focus on these vital areas, further strengthening Metalube's position as a leader in the industrial lubricants market.

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



# AJEX & TURNER WIRE TECHNOLOGIES PVT. LTD.

INNOVATIVE PRECISION FOR WIRE EXCELLENCE



TW DIE



CONTACT WIRE DIE



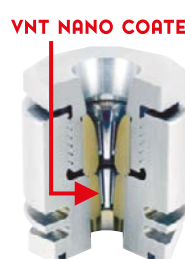
SECTOR DIE



EXTRUSION TOOLS



PRESSURE DIE FOR ACS CONDUCTOR



TC/VNT NANO COATED PRESSURE DIES



MMS-10 DIE MEASURING MICROSCOPE



SAU-350 FULLY AUTOMATIC



TCD-111 (FULLY AUTOMATIC)



SAU-AT-150 (FULLY AUTOMATIC)

# MASTERLUBE LUBRICANTS

In Partnership With Wire & Tube Industry - Manufactured In European Union

**Lubricants For Excellence**  
**COPPER & STEEL TUBES, ALUMINIUM, COPPER & STEEL WIRES**

**WET AND DRY (TKT, ITALY) LUBRICANTS**



**MASTERLUBE - SS780 is a wire drawing fluid for fine stainless steel wire drawing application.**

**Wiping pads for eliminating excess zinc in galvanization**



CONTACT TUBES & CONTACT BANDS



CARBON & STEEL BUNCHER BOWS



CERAMICS & SPIRAL BRUSHES



## EXCLUSIVE

Advertising opportunities for members only in 2025,  
with prices starting from as little as **£500!**

| ADVERT SIZE                                 | 1 ADVERT | 2 ADVERTS | 3 ADVERTS | 4 ADVERTS |
|---|----------|-----------|-----------|-----------|
| BACK PAGE /<br>INSIDE FRONT<br>FULL PAGE AD | £1,500   | N/A       | N/A       | N/A       |
| FULL PAGE AD<br>(INSIDE PAGES)              | £1,200   | £2,200    | £3,200    | £4,000    |
| HALF PAGE AD<br>(LANDSCAPE)                 | £750     | £1,350    | £1,950    | £2,250    |
| EXHIBITOR<br>FEATURE<br>ARTICLE             | £500     | N/A       | N/A       | N/A       |

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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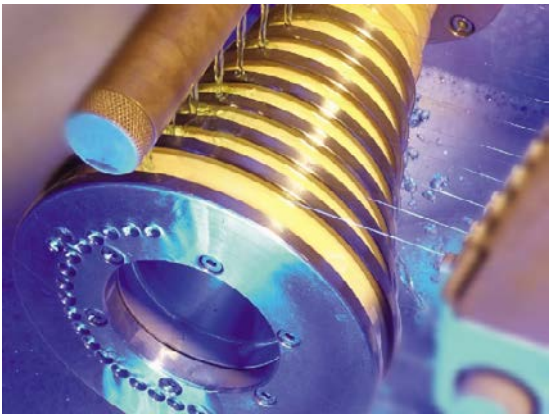
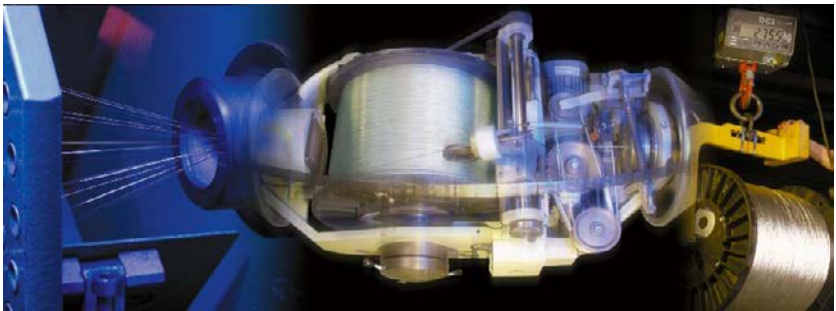
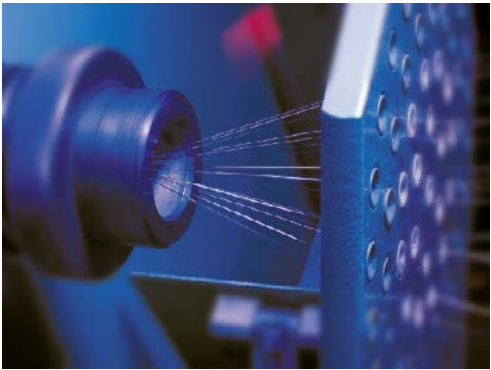


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Our Members: March 2025

# Temco

## Wire Products Limited



### Product Range

- 27%- 2% Nickel Plating
- Silver Plating
- Single wire drawing  
⇒ 0.050 – 1.80mm
- Multiwire drawing  
⇒ 0.10-0.30mm
- Stranding bunching & rope stranding  
⇒ 0.025 – 4.00mm<sup>2</sup>
- Multiend bobbin winding
- Annealing

Resistance wires for heating

### APPLICATIONS

- Aerospace
- Automotive
- E-Mobility
- RF/HF Technology
- Heating applications
- Miniaturisation

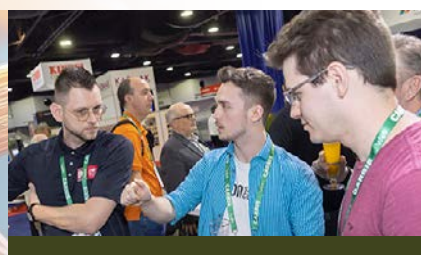
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GL14 3HZ  
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