

IWMA INSIDER

THE OFFICIAL IWMA WIRE & CABLE MEMBER MAGAZINE

SEPTEMBER 2025

WIRE SOUTHEAST ASIA 2025 IN FOCUS

EXHIBITION HIGHLIGHTS AND GLOBAL TRENDS
RESHAPING WIRE & CABLE



- / SPOTLIGHT ON BANGKOK: GROWTH AND INNOVATION AT WIRE SOUTHEAST ASIA 2025
- / GLOBAL TRADE, STEEL MARKET SHIFTS & THE HIGH-TECH SURGE OF 2025
- / NEWS, EVENTS & UPDATES FROM ACROSS THE IWMA NETWORK

NETWORK / INNOVATE / DISCOVER

IWMA
YOUR INDUSTRY INSIDER

Zumbach

SWISS PRIME MEASURING SINCE 1957



4-6

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of cameras



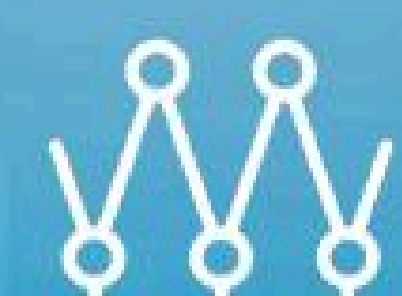
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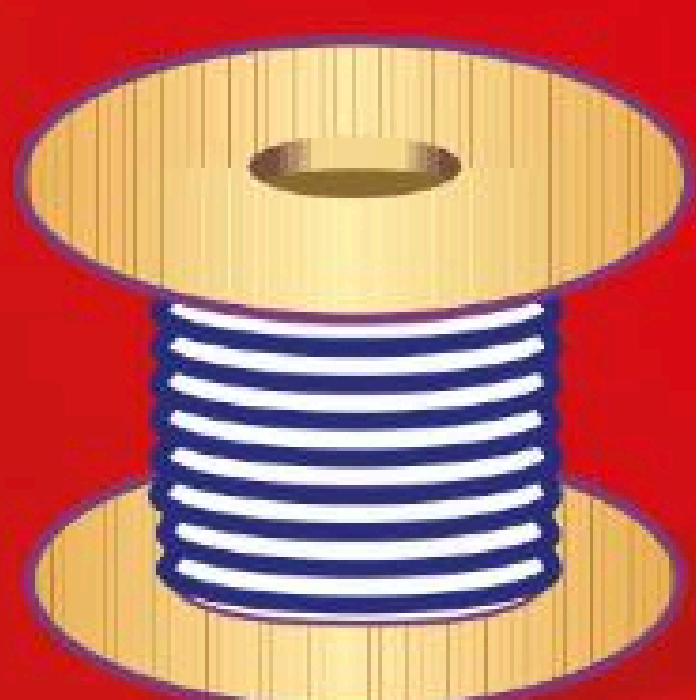


HIGH TECH

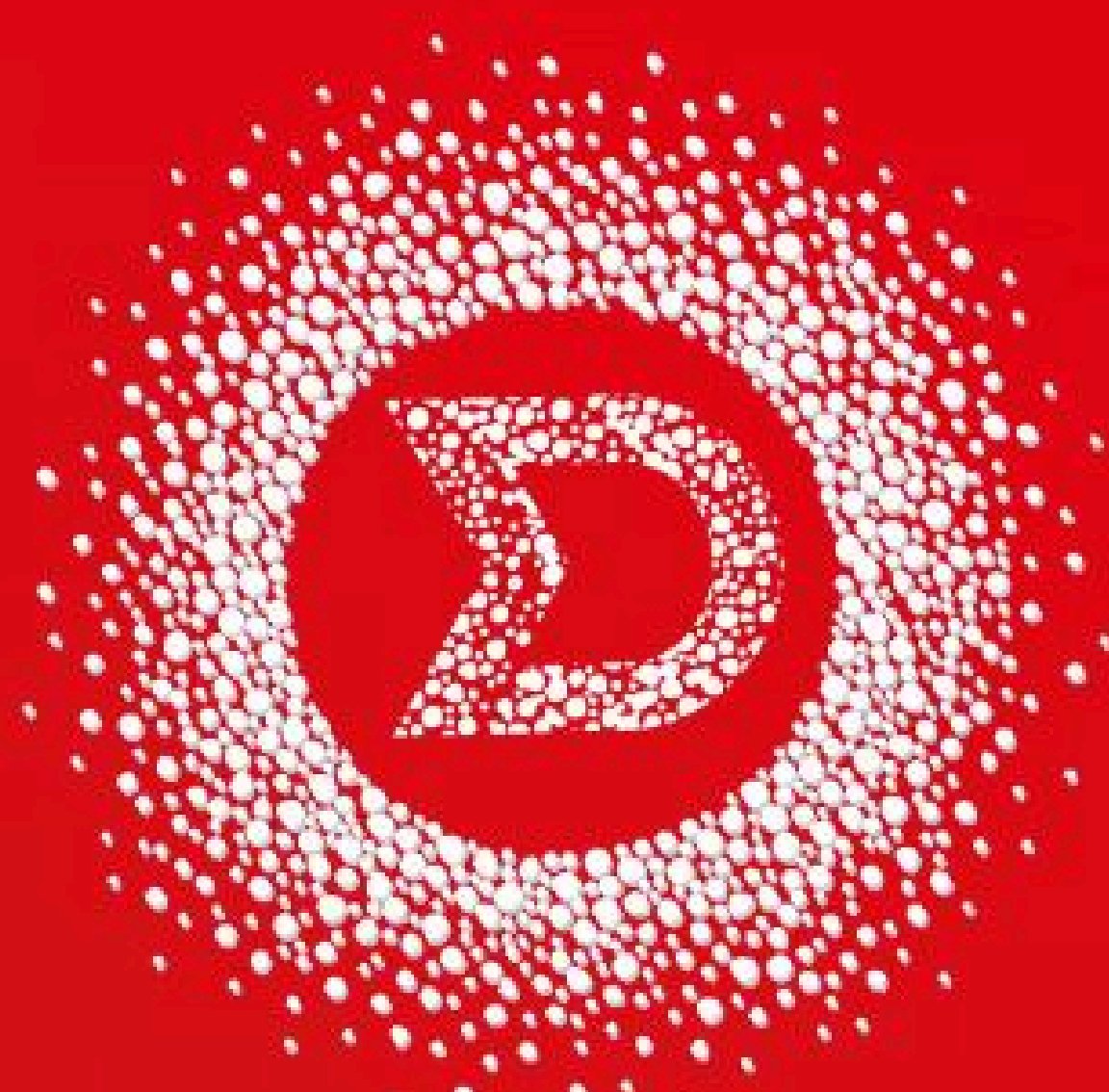
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Chairman's Welcome

Six Months of Progress, Partnership & Purpose

As I reach the six-month milestone as Chairman of the IWMA, I'm proud to reflect on what has already been an energising and purposeful period for our organisation. In that time, I've had the opportunity to chair two Executive Management Committee (EMC) meetings, both of which have centred around one core objective: how the IWMA can best serve its members and the wider global wire and cable industry.

From our expanding event schedule and evolving training programmes to technical conferences, exhibition strategy, and member communications, the EMC's focus has been clear - **quality, relevance, and forward-thinking.**

We are consistently asking the right questions: How do we maximise member value at major international wire exhibitions? How do we breathe new life into traditional events? How can we improve the content and purpose of IWMA Insider? And, critically, how do we ensure the IWMA Executive Management Committee reflects and represents the diversity and depth of the global industry we serve?

With these priorities in mind, I'm very pleased to welcome Jonathan Horsfall of Webster & Horsfall as the newest member of the EMC. Jonathan brings deep industry knowledge, a commitment to innovation, and an eagerness to contribute meaningfully to our strategic direction. You can find his full interview on **page 11** of this issue.

We're also delighted to welcome Jason Smith to the IWMA office team. Many of you will recognise Jason from his many years at Intrax. He joins the association to help to grow advertising, increase industry engagement, and raise the profile of IWMA Insider magazine. Working alongside the rest of the IWMA team, Jason will help ensure that our flagship publication delivers strong

value for members and becomes the leading wire and cable magazine serving the international market.

Looking ahead, all eyes now turn to wire Southeast Asia 2025, which will take place in Bangkok from 17th-19th September. The IWMA will have a strong presence at the exhibition, with 48 member companies exhibiting, including 8 within our dedicated IWMA Pavilion. Myself, Executive Manager Jessica Bennett, and Marketing Executive Katie Houston will be present throughout the show, and we warmly welcome all members to visit us at Stand E01.

A highlight of the show will be the IWMA seminar day, hosted in collaboration with Messe Düsseldorf Asia on Thursday 18th September from 11:00 to 16:00. The day will feature a range of insightful technical presentations and panel discussions addressing the current state of the wire and cable industry across the ASEAN region and beyond.

Later that evening, we'll be hosting our ever-popular networking event at the Cielo Skybar, offering spectacular views over Bangkok, delicious food and drinks, and relaxed entertainment. With over 50 member companies already registered to attend, this event is nearly sold out—so if you haven't reserved your place, now is the time. To read more from IWMA and our members about what is happening at wire Southeast Asia please visit the exhibition section of the magazine starting on **page 15.**

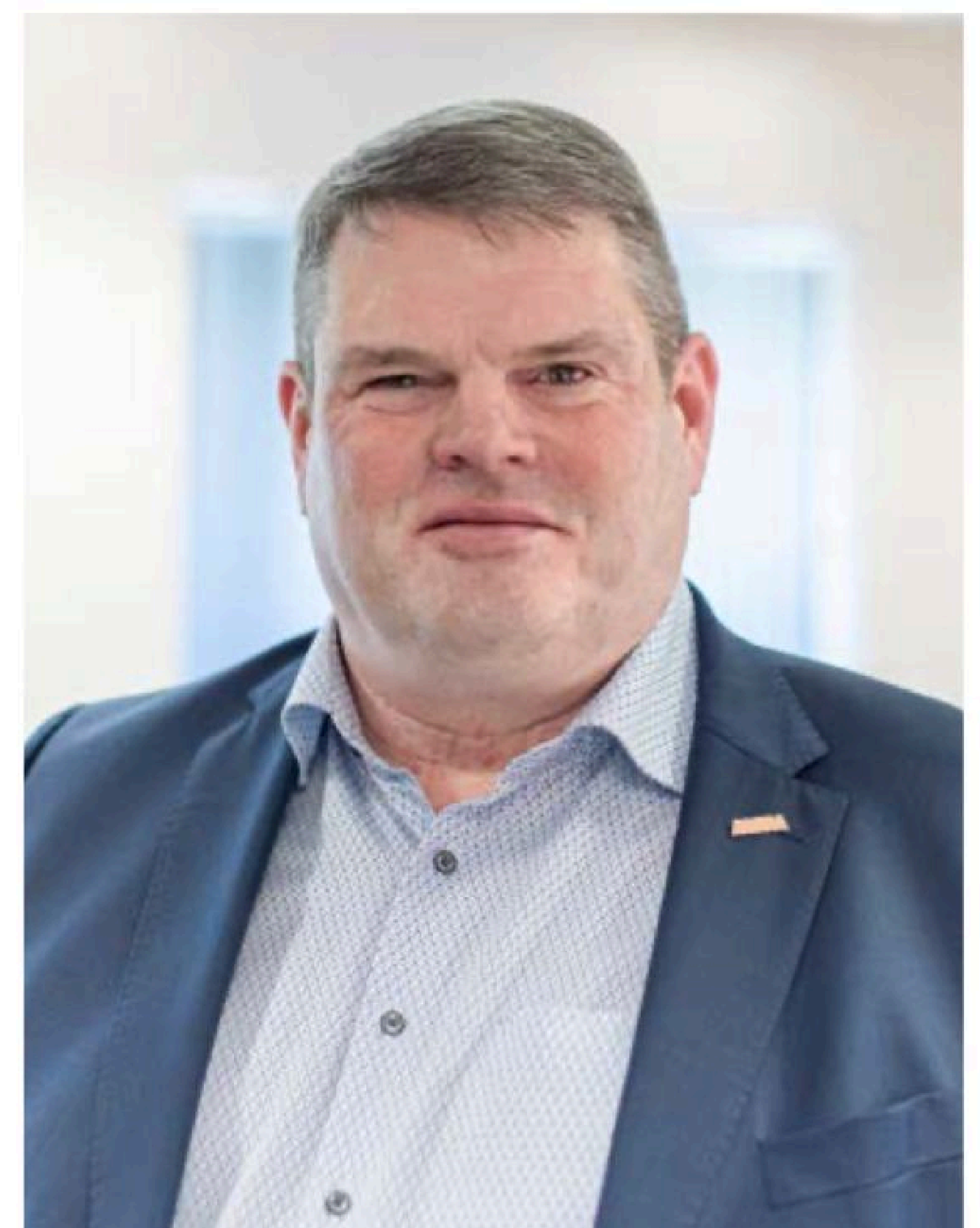
Beyond Bangkok, we look forward to welcoming members to Krakow on 14th October 2025 for the IWMA Wire & Cable Technical Conference, co-organised with WAI, ACIMAF, and AGH University. With 27 expert presentations, tabletop exhibits, and a gala dinner at the city's historic Old Tram Depot, this event will bring together leading voices from across the global sector. Tickets are now available via www.wirecable25.com, and I encourage all members to take part in what promises to be an outstanding day of knowledge-sharing and networking.

As always, IWMA Insider aims to provide our readers with a deeper understanding of

the trends shaping the industry. In this issue's Industry Insight section, you'll find timely contributions from Expometals, CRU, and the IWMA editorial team. From the implications of 50% tariffs on downstream copper imports in the U.S., to Turkey's rising production costs, to the broader global picture of trade shifts, steel realignments, and the tech surge of summer 2025, it is clear that the wire and cable industry continues to face a fast-evolving landscape.

Whatever the challenge, be it inflation, geopolitics, protectionism, or digital transformation, the IWMA exists to support, connect, and advocate for its members. We will continue to strengthen our offering: through technical expertise, global visibility, and meaningful opportunities for collaboration.

Thank you for your continued trust and participation in the IWMA. I look forward to seeing many of you in Bangkok, Krakow, and beyond over the coming months.



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

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IWMA[®]

2025-26 Event Schedule

IWMA WIRE
NETWORKING
SOUTHEAST ASIA

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



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

IWMA
DINNER DANCE

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

IWMA
INDUSTRY LUNCH **UK**

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

IWMA WIRE
NETWORKING
DÜSSELDORF

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

IWMA WIRE
NETWORKING
CHINA

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

IWMA
TRAINING
FUNDAMENTALS

IWMA Training Fundamentals | Birmingham, UK
TBC October 2026

IWMA WIRE
NETWORKING
INDIA

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



Save the Date: Industry Networking Lunch 2026 at the Silverstone Museum

Following the huge successes of our 2024 Industry Networking Lunches at iconic and eye-catching locations – the UK's Concorde Conference Centre, set beneath the legendary Concorde aircraft, and Germany's Dr. Thompson's Seifenfabrik – IWMA is delighted to announce our next exclusive Industry Networking Lunch event.

Get ready for an unforgettable day of connection, conversation, and inspiration at the IWMA Industry Networking Lunch 2026, taking place at the iconic Silverstone Museum on Thursday 19th February.

Set within the legendary home of British motorsport, this unique event offers the perfect opportunity to connect with fellow wire and cable professionals in a setting



where innovation meets heritage. Alongside networking and hospitality, guests will enjoy a full tour of the Silverstone Museum, with lunch served overlooking part of the world-famous Formula 1 circuit and the brand-new Silverstone karting track – where many future drivers will begin their careers. For avid racing fans, there will also be exclusive access to a viewing platform with further views of the track in its full glory.

With **just 100 tickets available**, this is an unmissable opportunity to join industry

colleagues in one of the most inspiring venues on the calendar.

Mark Your Calendar!

- **Date:** Thursday, 19th February 2026
- **Venue:** Silverstone Museum, Northamptonshire, UK

More information will be shared on Tuesday 21st October, when tickets will also officially go on sale. Don't miss your chance to secure a place at this standout IWMA event.

IWMA WIRE
NETWORKING

DÜSSELDORF

Exclusive **members only**
evening networking event

Tuesday 14th April 2026



SAVE THE DATE!

From Doncaster to the USA: A Global Journey in Wire & Cable



Aaron Heath, Wire Technology Technician at IWMA member company Bridon-Bekaert and a graduate of the IWMA's 2024 Wire Education Award, shares how being named the 2025 Wire Link Scholar has shaped his professional development and deepened his global industry perspective.

After nearly nine years in the wire and cable industry, my connections had largely been limited to my day-to-day network in the UK. That all changed when I was selected as the 2025 Wire Link Scholar - an opportunity that has genuinely reshaped my career path and broadened my professional world in this

vast industry. It was more than a personal achievement; it was a major step forward in progressing my career.

The Wire Link Scholarship is a joint initiative from the Wire Association International (WAI), the Wire Foundation, and the Worshipful Company of Tin Plate Workers alias Wire Workers of England. It aims to support promising professionals in our industry by offering a two-week educational and cultural exchange. For me, it meant representing the UK on a professional and cultural tour across the United States. It wasn't just about travelling or site visits; it was a deep dive into the full scope of the global wire industry.

A Journey Across the U.S.

Over the course of ten days, I visited 19 different business units across seven U.S. states, covering more than 3,000 miles on the road. From high-carbon steel wire mills to precision non-ferrous manufacturers, from copper rod refining to cutting-edge wire die production - each stop added a new layer of insight. The tour helped me understand not only the technical differences between plants but also the shared challenges, innovations, and mindsets that define our industry.

The journey began in New York City, where I experienced the energy of Times Square and took in the views from the Empire State Building and One World Trade Centre. These cultural moments were important - they gave me space to reflect and reset before the intensity of the industrial visits began.

Among the most striking technical stops were visits to SDI LaFarga's copper recycling plant in Indiana and Fort Wayne Wire Die, where I saw first-hand how dies are designed, manufactured, and measured. Witnessing the craftsmanship and precision required gave me a newfound respect for this critical component in our industry. These insights have already started to influence how I approach maintenance and quality control at Bekaert.

Real-World Impact

One particularly impactful experience was at Gripple's Aurora plant, which receives wire from our Doncaster site. Seeing how our wire is used downstream gave me a completely new perspective. We were even able to discuss ways to streamline and improve our collaboration - demonstrating how these visits can directly benefit both parties.

I was also struck by the different approaches to health and safety, automation, and sustainability across facilities. At Prysmian's plant, the commitment to a clean, well-organised workspace - despite the scale of operations - was especially impressive. It's a reminder that operational excellence doesn't have to come at the expense of safety or employee wellbeing.

A Proud Moment at Interwire 2025

A major highlight of the trip was attending Interwire 2025 in Atlanta, where I was part of the WAI's Annual Awards Ceremony. Being publicly recognised as the 2025



Wire Link Scholar was a proud moment, but equally valuable was the chance to speak with WAI presidents, past and present. I also had the chance to visit the shop floor and discuss technologies and systems that could benefit our operations in Doncaster and across our business.

It was great to spend time at the IWMA stand and catch up with Chairman Willibert Dautzenberg, and Jessica Bennett, Executive Manager - a welcome chance to see some familiar faces from across the industry. Throughout the trip, I was guided by John Drummond, whose deep understanding of the wire industry - combined with his insights into U.S. history - brought an added depth to the entire experience.

Back in the UK – and Looking Ahead

Upon returning to the UK, I had the honour of attending the May Court Dinner at the Apothecaries’ Hall in London, where I was formally presented with my certificate by the current Master. It was the perfect way to reflect on how far I’d come - not just across continents, but in my understanding of the industry and my role within it. In truth, the impact of this opportunity goes far beyond the two-week journey. It’s shaped how I think, how I approach problems, and who I can call on for advice or ideas. In a sector as global and dynamic as wire and cable, connection is everything - and the Wire Link Scholarship made that possible. I now feel more confident, better equipped, and more motivated than ever to contribute to the industry that has already given me so much.

Supporting the Next Generation

I’m incredibly grateful to the WAI, the Wire Foundation, and the Worshipful Company of Tin Plate Workers for making the scholarship possible, and to Bekaert for giving me the time and encouragement to fully embrace this experience. I’d also like to thank the IWMA for their ongoing support and for providing a platform to share my journey with others in the industry.

One of the biggest takeaways from this experience is the clear need for companies across the industry to support and develop their young talent. Programmes like the Wire Link Travelling Scholarship and the IWMA’s Wire Education Award provide incredible opportunities for early-career professionals to grow, network, and gain global insight into the wire and cable industry.

The Wire Link Scholarship, next running in 2027, enables a U.S.-based professional to travel to the UK and Europe, visit top-tier manufacturing facilities, and attend wire Düsseldorf. For any company in the U.S., this is a great way to reward and develop someone with ambition, curiosity, and a commitment to the industry.

Meanwhile, the IWMA is now accepting nominations for its 2026 Wire Education Award, with a deadline of 31st October 2025. Awardees will join a structured programme at wire Düsseldorf, with training, networking, and cultural experiences that can make a lasting impact on their careers.



Nominations must be submitted online by a senior staff member at iwma.org

Both initiatives are designed to elevate the next generation and return them to their companies with renewed energy and perspective. I’d encourage every business to look at their teams and consider who they could put forward - not only to support individual growth but to invest in the long-term success of the wire and cable industry.



COME&CONNECT

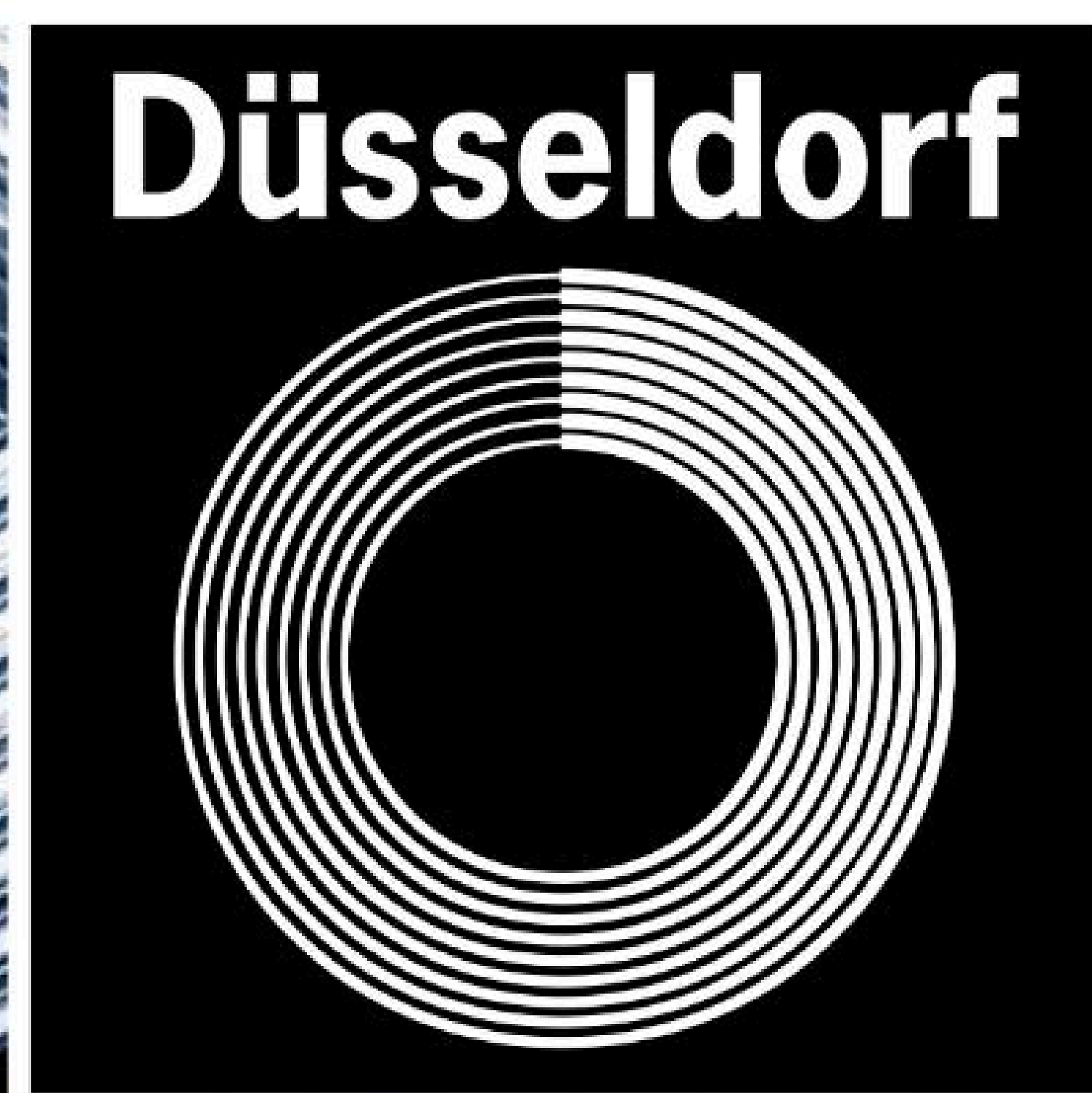
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IWMA wire Education Award 2026: Time to Nominate Your Rising Talent!



With applications already open and the deadline fast approaching, the IWMA is encouraging member companies to put forward a rising star from their team for the IWMA wire Education Award 2026. This unique opportunity, held every two years to coincide with wire Düsseldorf, will run from 13th to 17th April 2026 and is designed to support the development of young professionals in the wire and cable industry.

The programme provides a fully supported experience for individuals aged between 18 and 30 who are new to the sector or attending an international trade fair for the first time. Combining technical training with networking and cultural engagement, the initiative is a practical investment in the future of the industry - and in the people who will shape it.

Awardees will begin their journey in Düsseldorf on Monday 13th April, where they will be welcomed at a dedicated Meet

& Greet event alongside fellow participants. Over the following four days, they will gain complimentary access to the wire 2026 exhibition, take part in the IWMA's Training Fundamentals Tour - following both ferrous and non-ferrous industry tracks - and attend the IWMA member networking event. There will also be time to unwind and explore Düsseldorf, with an evening dedicated to experiencing the city's vibrant culture, cuisine, and social scene.

The experience concludes with a joint presentation and certificate ceremony hosted by IWMA and Messe Düsseldorf GmbH, recognising the commitment of each participant and marking the end of what is often a transformative week.

The 2024 edition of the award attracted a record number of nominations, with a standout group of emerging professionals selected to attend. Reflecting on his experience, 2024 awardee Aaron Heath shared:

"The Wire Education Award gave me a much deeper understanding of the industry, and it was brilliant to be able to speak directly with professionals, suppliers, and exhibitors. The whole

experience really opened my eyes to the scale of the sector and gave me a new sense of confidence and direction in my career."

Awardees will benefit from full programme support, including accommodation and a travel contribution of up to £500, along with access to all training sessions and networking activities. IWMA committee members and staff will be on hand throughout the week to ensure participants get the most out of the experience.

Nominations must be submitted by **Friday 31st October 2025**, and successful candidates will be notified by Monday 10th November. Each IWMA member company is invited to nominate one eligible employee for consideration.

Further details, including full eligibility criteria and access to the nomination form, can be found at [iwma.org](https://www.iwma.org)

As the IWMA continues its mission to champion the next generation of talent, we look forward to receiving your applications and welcoming a new cohort of awardees in 2026.

Looking Ahead to the Krakow Technical Conference 2025

The 2025 Wire & Cable Conference in Krakow is set to be an unmissable international event, co-organised by IWMA, WAI, AGH, and ACIMAF. Bringing together global leaders, innovators, and professionals from across the wire and cable industry, the conference promises a valuable platform for technical exchange, industry insight, and forward-thinking discussion.

Programme Highlights

The two-day event will feature dual technical tracks – ferrous and non-ferrous – with presentations covering a broad spectrum of topics, including:

- Advances in manufacturing processes and technology
- The growing role of digital transformation and AI
- Developments in materials science and process optimisation
- Trends in sustainability and environmental performance
- Global market outlooks and strategic insights

Confirmed speakers include representatives from Tata Steel, TKT Group, AGH University, Tokai University, Pittini Group, and CRU, among others.

A Broader Industry Experience

Beyond the presentations, the conference will offer attendees additional opportunities to connect, explore, and engage:

Tabletop Exhibits

A curated selection of tabletop exhibits will feature innovative technologies and services from companies active across the wire and cable supply chain. Organisations wishing to showcase their products and expertise are invited to secure their tabletop via the conference website.

Evening Gala

Delegates will also have the opportunity to attend a gala dinner hosted at Krakow's Old Tram Depot – a distinctive venue offering a memorable setting for networking, conversation, and celebration.

Optional Technical & Cultural Tours

For those looking to extend their stay, optional tours will include:

- A technical visit to TFKable's manufacturing facility
- A cultural tour of the Wieliczka Salt Mines, a UNESCO World Heritage Site known for its remarkable underground structures

An International Forum for Innovation and Exchange

With its blend of expert insight, real-world application, and cultural enrichment, the Krakow Technical Conference is expected to attract professionals from across the global wire and cable sector. Designed to encourage the exchange of technical knowledge and foster international collaboration, the event offers a valuable opportunity for those involved in shaping the future of the industry.

Secure Your Place Today!

535.00zł (Conference Only)

835.00zł (Conference + Dinner)

3830.00zł (Tabletop Exhibit)

For any queries, please contact a member of the IWMA team. Full event details, including the programme schedule, ticket booking, and speaker information are available at www.wirecable25.com

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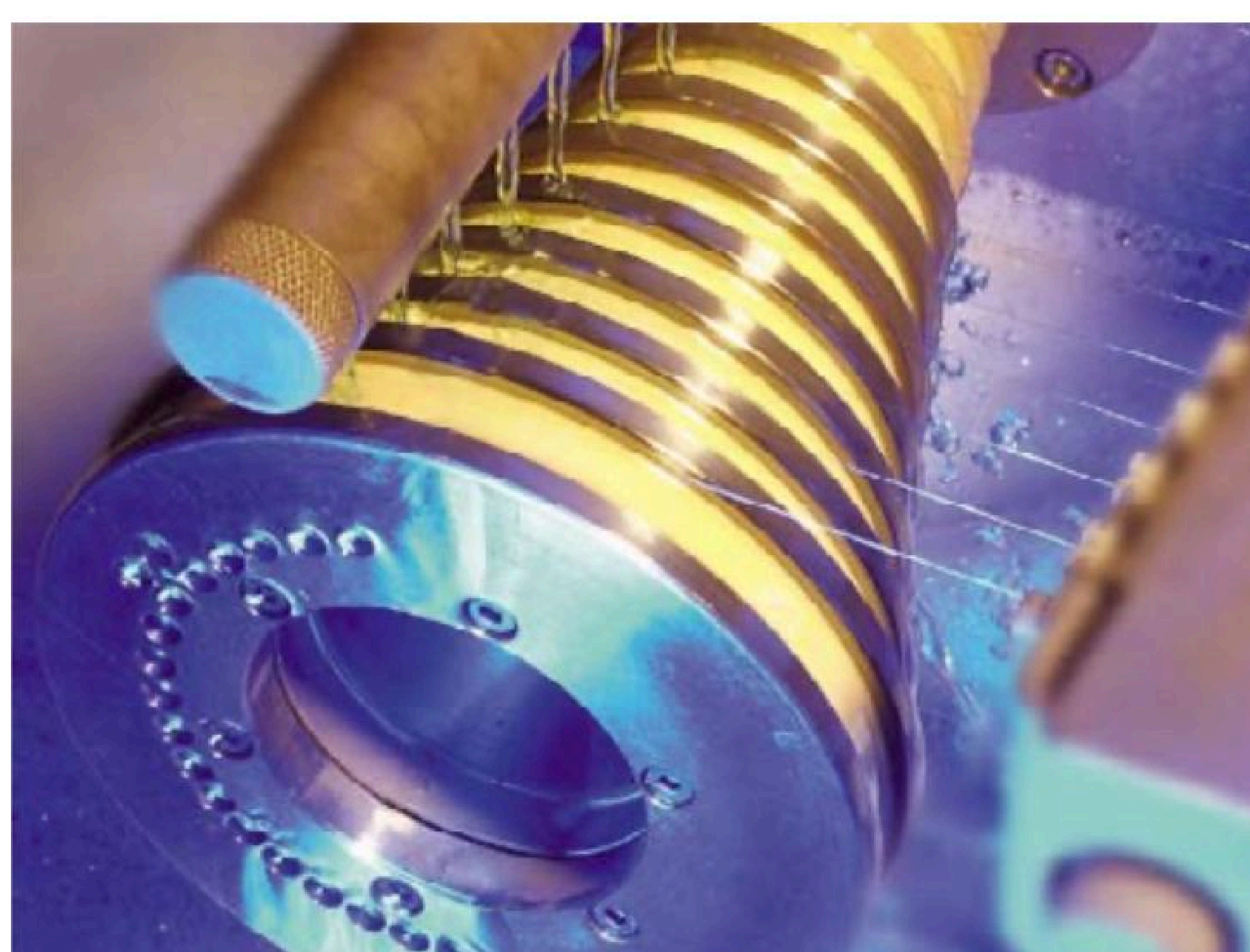
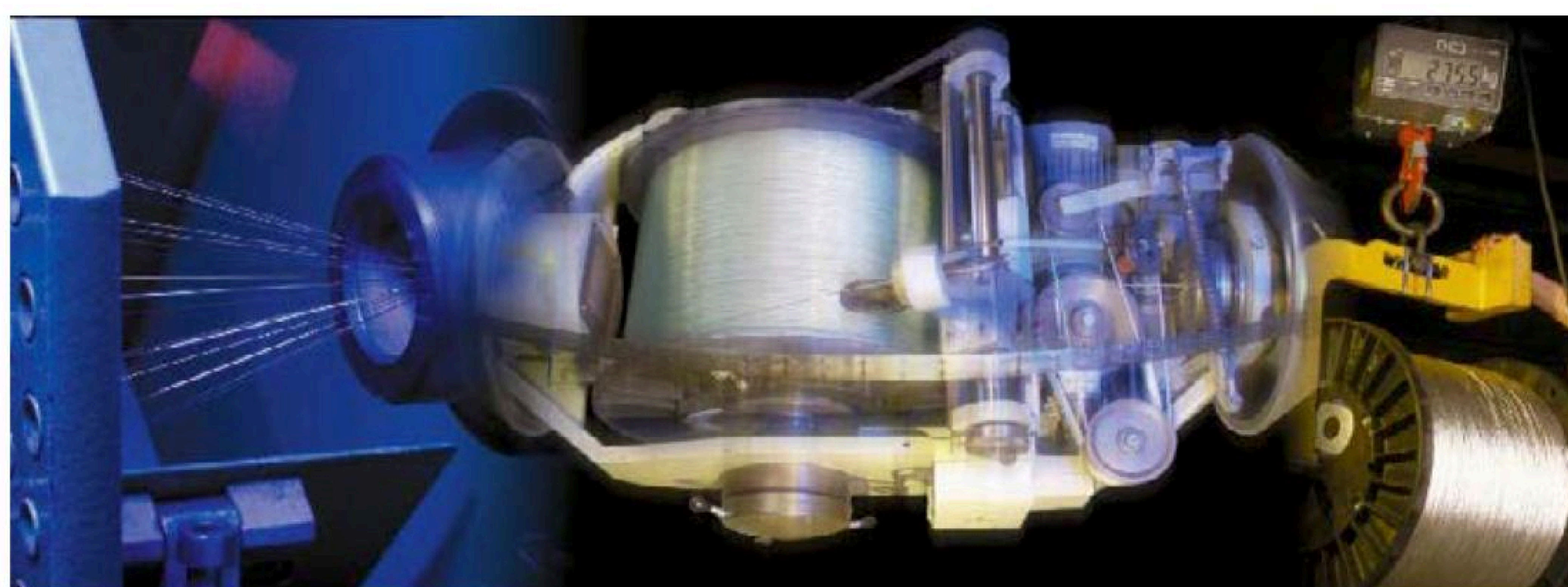
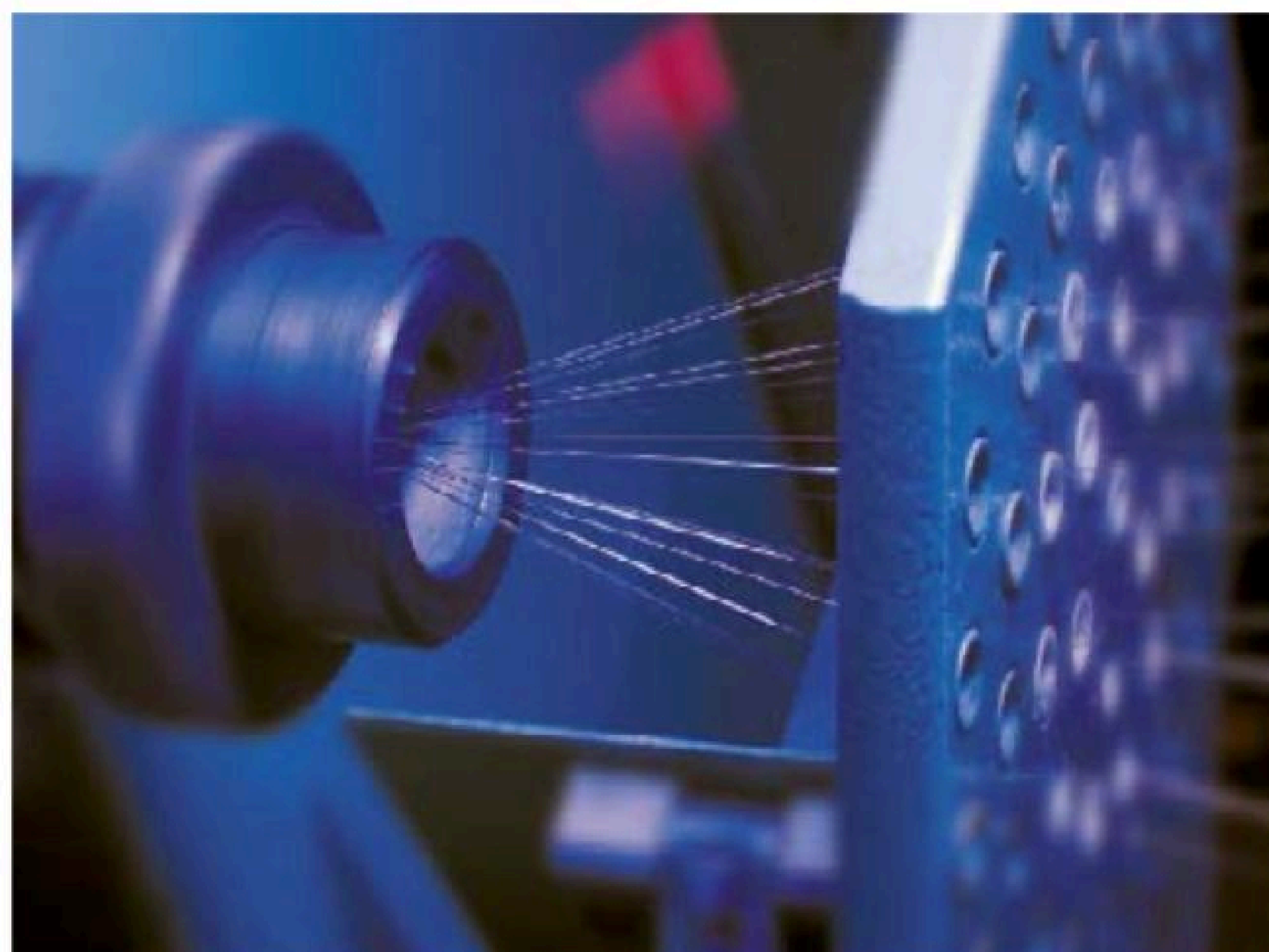
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14 October 2025 | Location: Krakow, Poland

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



Coming Soon: IWMA Launches New Innovation Hub Concept at wire China 2026



IWMA is proud to unveil an exciting new initiative launching this September - the Wire & Cable Innovation Hub at wire China 2026, a brand-new exhibiting and speaking opportunity designed exclusively for members.

Developed in collaboration with Messe Düsseldorf Shanghai, this unique concept combines dedicated branded exhibition space with a built-in technical presentation zone - all housed within a high-profile pavilion at one of the world's leading wire industry events.

Tailored to support IWMA members who did not exhibit at wire China 2024, the Innovation Hub offers a flexible and affordable way to gain maximum exposure. For just 2,850 EUR, exhibitors receive a complete package including stand space, printed graphics, a choice of information counter with company logo, access to a shared meeting lounge, a 20-minute technical speaking slot, full IWMA support and promotion before, during and after the event - and more!

There are no hidden costs - all graphics and printing are included, and a dedicated stand builder will be on hand to ensure a smooth and stress-free setup.

For those looking to boost visibility even further, sponsorship packages will also be available from just 975 EUR. Each package includes a speaking slot, premium branding, and promotion through official IWMA and wire China media channels - ideal for members launching innovations, raising brand awareness, or reaching new markets. Opportunities are open to all businesses, with no requirement to exhibit.

The Innovation Hub officially opens for bookings on 12 September 2025, and demand is expected to be high. Space is limited and allocated on a first-come, first-served basis, so early enquiries are strongly encouraged.



Ready to Get Involved?

Exhibitor bookings:

Jessica Bennett

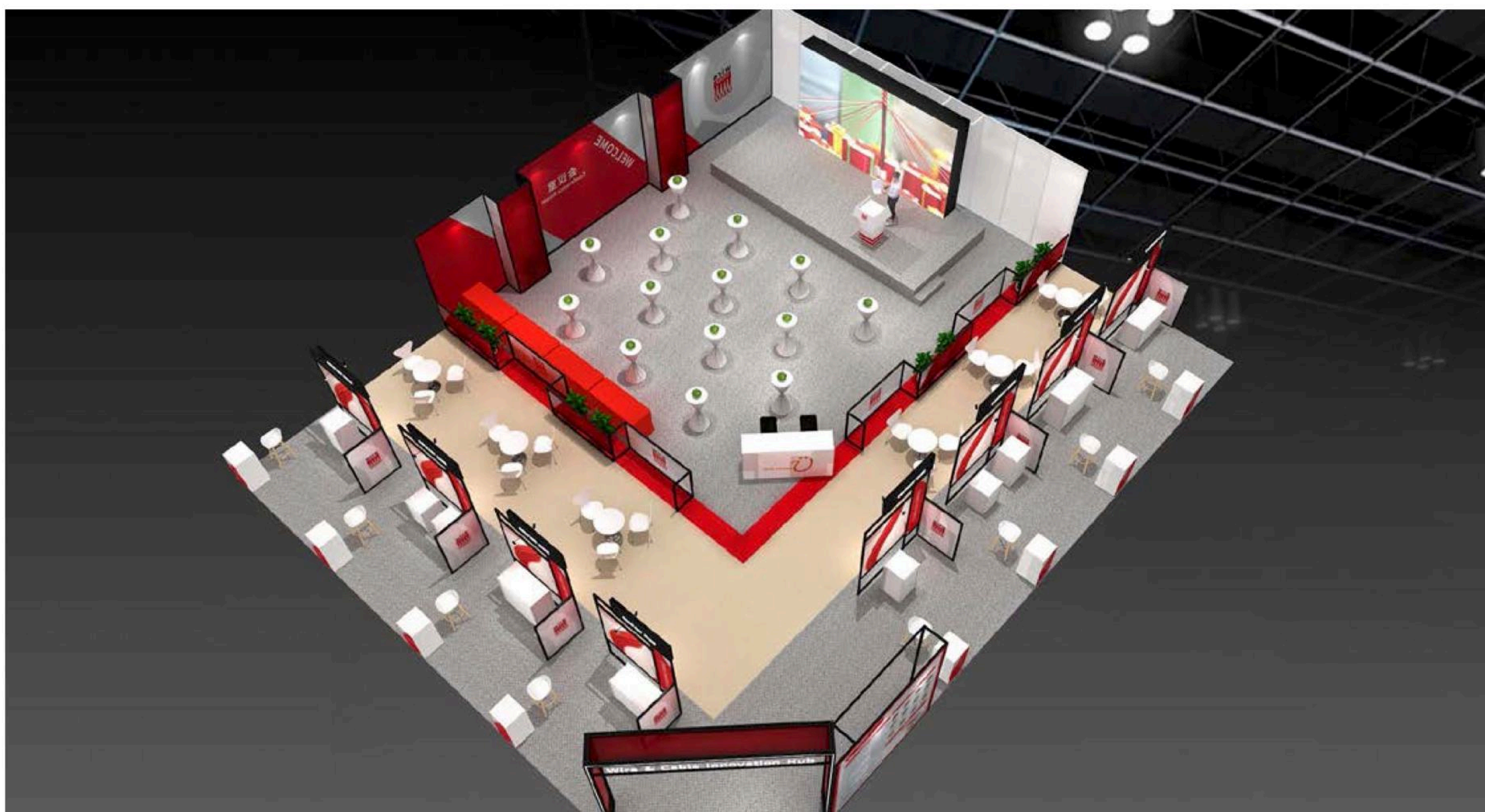
jessica@iwma.org

Sponsorship enquiries:

Katie Houston

katie@iwma.org

Let IWMA help you take the next step forward - and be part of something new at wire China, 21st-24th September 2026!





Supermac – Global Solution Provider in Extrusion and Process Technology along with IIOT applications

Supermac Industries established in the year 1974 is a leader in manufacturing of high end systems and process technology for the wire & cable in Power and telecom sector and related Industries.

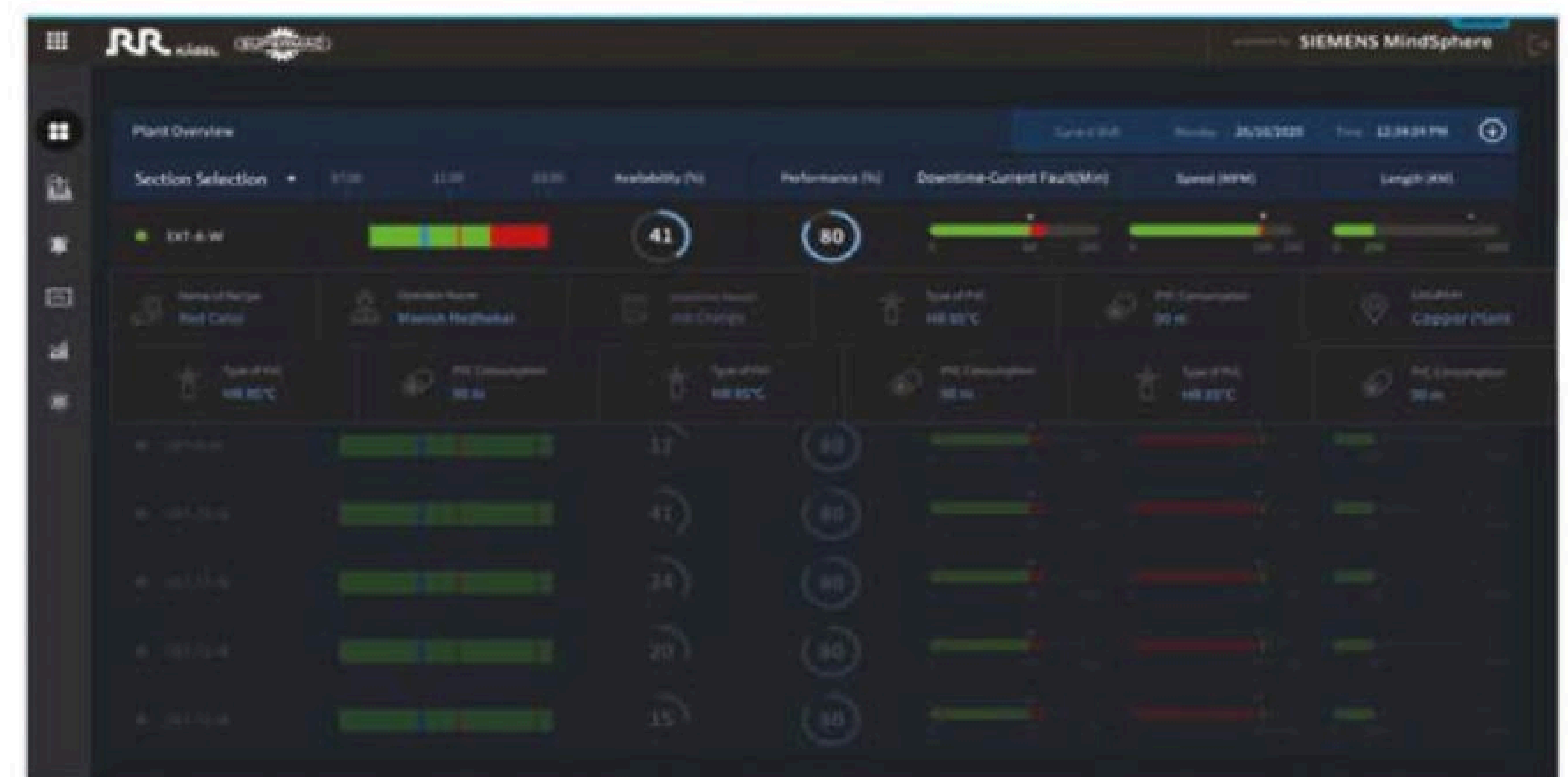
The ISO 9001 and CE certified company specializes in offering customized and tailor made solutions to fulfil specific needs of the variety of customers all across the globe.

With a highly skilled design team, with the best of manufacturing and highly talented commissioning team, trained experts in cable processes and technology, we offer design to process expertise to bring in the best product for you.

Supermac has expertise providing on line commissioning from remote. Post commissioning customer service support is provided



High speed building wire line



IIOT screen

from both on site as well as from remote. In our endeavour to conform to industry 4.0 norms, Supermac has taken strong strides forward in implementing several digital initiatives and can provide IIOT enabled extrusion lines supported by Siemens Mind sphere software

The company has three established and running units near New Delhi and are adding another unit under our expansion program.

The state-of-the art facilities are equipped with international and indigenous machinery to carry out the process of manufacturing as per the customer's requirements.

Supermac has strategic partnership with German Company – M/S Scholz to cover CCV Lines, and Simpack USA for Coiling machines and Solutions.

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- Proven Triple Extrusion Line for SIOPLAS (XLPE) cables
- High speed Insulation Line and Sheathing Line for House Wiring & Control Cables and medical equipment sector.
- High output and best in class Insulation Line and Sheathing Line for Power and Optical fiber Cables.
- HCV insulation and sheathing line
- Hybrid and composite CCV lines for both XLPE and Rubber.
- Rubber extruders for Insulation and sheathing materials
- Silicone extrusion lines with infrared vulcanization system
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A Legacy of Innovation: Jonathan Horsfall Joins the IWMA Executive Management Committee

With a remarkable history that stretches back over three centuries, Webster and Horsfall is one of the UK's longest-standing wire companies and a name synonymous with resilience, innovation, and craftsmanship. Now, as the company marks its 305th anniversary, another exciting chapter begins. Jonathan Horsfall, part of the family that continues to lead this historic business, has joined the IWMA Executive Management Committee, bringing with him a wealth of industry knowledge, practical experience, and a deep commitment to collaboration across the sector.

Jonathan's appointment is not only a reflection of his own leadership, but also a sign of the IWMA's ongoing mission to strengthen its connection with long-standing members and forward-thinking manufacturers. For Webster and Horsfall - a proud IWMA member for over 30 years - it's a natural alignment. And for the IWMA, welcoming a company with such a storied past and forward-facing approach to its leadership team can only be a positive step.

"The key to our longevity has always been adaptability," Jonathan explains. "We've embraced change without losing sight of who we are. Our ability to evolve with the times, whether that's adopting new technologies, entering new markets, or responding to shifting customer demands, has been crucial. But ultimately, it's the people. Generation after generation, we've had people who care deeply about this business and about serving our customers well."

That spirit of evolution continues to drive Webster and Horsfall today. The business has undergone significant transformation in recent years, investing in new equipment and manufacturing upgrades while embarking on a major operational shift to a new site in Redditch. "Relocating our stockholding to a purpose-built facility is a big milestone," Jonathan says. "It will improve logistics, bring us in line with modern warehousing standards, and create space for further growth. At the same time, we've enhanced our in-house capabilities, from heat treatment and grinding to coating and profiling, which has boosted consistency, increased capacity, and opened the door to new opportunities."

But these changes aren't just about growth for its own sake. They're strategic responses to a fast-changing market. "The wire and cable industry is under pressure, but it's also full of possibility," he reflects. "Supply chains are still volatile, and the cost landscape is unpredictable. But the demand is there, in energy, infrastructure, engineering. The challenge is to stay agile and responsive, without compromising on quality."

Sustainability and digitalisation are also central to Webster and Horsfall's vision for the future, and Jonathan believes they're not optional anymore. "Digitalisation improves everything from efficiency to traceability. Sustainability is both a responsibility and a commercial reality. Whether it's waste reduction, greener materials, or energy-efficient processes, we all need to step up."

In joining the IWMA Executive Management Committee, Jonathan brings not only his technical and operational insight but also a strong belief in the power of community. "The IWMA has played a big role in our journey over the past three decades. It's helped us stay connected, share knowledge, and build relationships. When I was asked to join the EMC, I felt genuinely honoured. It's a chance to give something back, to represent UK manufacturing, support other members, and help steer the association as it grows."

He sees this role as an opportunity to help the IWMA continue evolving in line with its members' needs. "There's already fantastic work being done by the EMC, and I'm keen to build on that strong foundation. For me, priorities include championing technical education, offering accessible resources for SMEs, and promoting international collaboration. We all benefit when the industry as a whole is stronger."

For the IWMA, having someone with Jonathan's depth of experience and future-focused mindset is a real asset. He brings not just historical perspective, but practical knowledge of the challenges that manufacturers face today, from recruiting skilled talent to implementing new technologies in a cost-effective way. "Skills development is a huge issue," he notes. "As experienced people retire, we need to inspire and equip the next generation. The IWMA can be a big part of that, whether through training, online content, or mentoring opportunities."



Jonathan also believes strongly in the value of networking and global engagement, two areas where the IWMA has long delivered. "The association creates a platform where members can build relationships across borders, learn from one another, and access markets they might not reach alone. And the events run by the IWMA team are always top-notch. They bring people together in a way that's both professional and genuinely enjoyable."

Looking ahead, Jonathan is optimistic about what the IWMA can achieve. "We've got a real opportunity to shape the future of the wire and cable sector. Whether it's advocating for sustainable practices, supporting innovation, or making the industry more accessible for new entrants, the IWMA is well placed to lead."

His advice to younger or smaller companies entering the sector is simple: "Get involved. Join the IWMA. Go to the events, talk to your peers, and invest in your people. There's a huge amount of knowledge and generosity in this industry. And when you're part of a strong network like the IWMA, you're never doing it alone."

With Jonathan Horsfall now playing an active role on the Executive Management Committee, the IWMA gains not only a respected voice from one of the industry's oldest companies, but also a passionate advocate for its future.

Turn a Special Night into an Unforgettable Celebration – IWMA's 50th Dinner Dance Awaits!

Celebrate IWMA's 50th Dinner Dance Anniversary with us in style by gathering your colleagues, clients, or industry friends around your own private table. Prefer to join us solo or with a smaller group? Individual tickets are also available - all are warmly welcome to be part of this milestone evening. Join us on Friday 21st November, at the stylish Radisson Blu Bloomsbury for an unmissable evening of celebration, dining, dancing, and live entertainment right in the heart of London.

Whether you're recognising your team's achievements, entertaining valued clients, or simply enjoying a well-earned night out, the IWMA Dinner Dance offers the perfect setting for a truly memorable team celebration. The night begins with a welcome drinks reception, followed by a delicious four-course meal served in the elegant surroundings of the Radisson Blu Bloomsbury. Guests will enjoy live music while having plenty of opportunities to relax, connect, and celebrate with colleagues and peers from across the industry.

And with exclusive hotel rates available, there's every opportunity to turn the evening into a weekend escape in one of London's most iconic locations.

Looking to elevate your presence on the night?

Our sponsorship opportunities offer a fantastic platform to promote your brand to a global audience of industry professionals.

Designed to suit a range of budgets, our packages include high-visibility benefits such as branding throughout the venue, recognition in event materials, and VIP touches that make your company stand out. All packages are allocated on a first-come, first-served basis.

To learn more or to secure yours today, contact katie@iwma.org

With tables selling fast and sponsorship opportunities already being reserved, now's the perfect time to secure your place.

Ticket prices:

£185 (Member individual ticket)

£1,850 (Member table)

Book your table or individual tickets today via the IWMA website - and let's make the IWMA's golden anniversary Dinner Dance a night to remember!

Welcome to our new IWMA Members



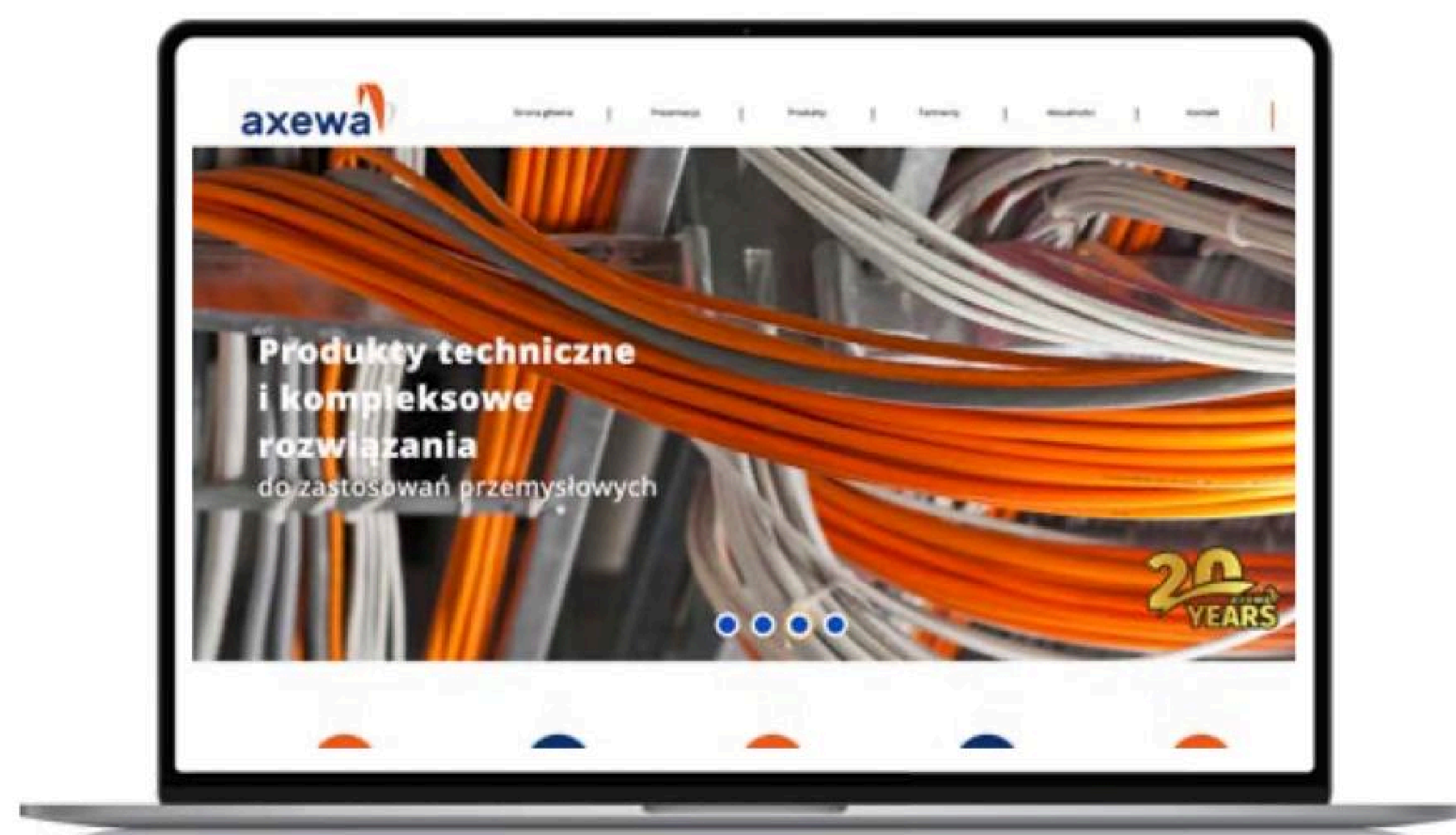
Axewa | France

Since the early 2000s, Axewa has specialised in promoting technical products and raw materials for the cable industry, as well as equipment for pipes and power utilities across Central Europe, the CIS region and Turkey.

With offices in Paris, Warsaw, Istanbul and across the CIS, Axewa combines international reach with in-depth local insight to deliver tailored support and smart, practical solutions.

Now celebrating 20 years, the company has expanded its footprint with a new office in Lisbon, Portugal.

Axewa's expertise spans flame retardant materials, raw materials, bio sourced alternatives and polymer recycling - reflecting its ongoing focus on innovation and sustainability.



www.axewa.com

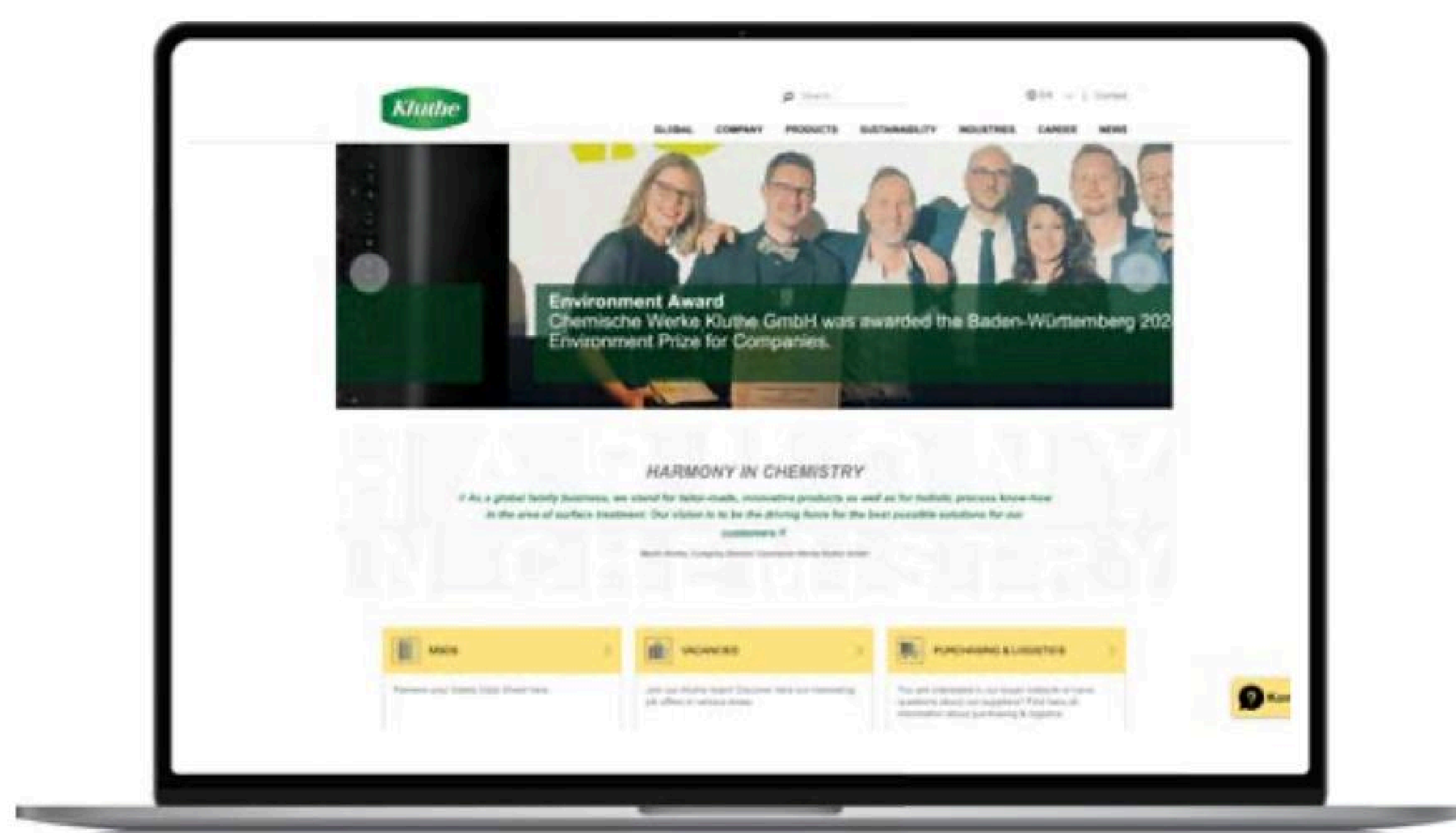


Kluthe UK Ltd | UK

Kluthe UK is the regional arm of Chemische Werke Kluthe GmbH, a global leader in innovative chemical products and surface treatment technologies.

With over 65 years of R&D expertise, Kluthe supports more than 15,000 customers worldwide across 44 locations. In the UK, the company specialises in tailored solutions for metalworking, cleaning, pretreatment, and paint shop processes.

Driven by the philosophy of 'Harmony in Chemistry', Kluthe prioritises quality, safety, sustainability, and recyclability. Through its Surface Technology 360° approach, Kluthe UK offers end-to-end support - from consultation through to recycling - delivering advanced, environmentally responsible solutions engineered in Germany.



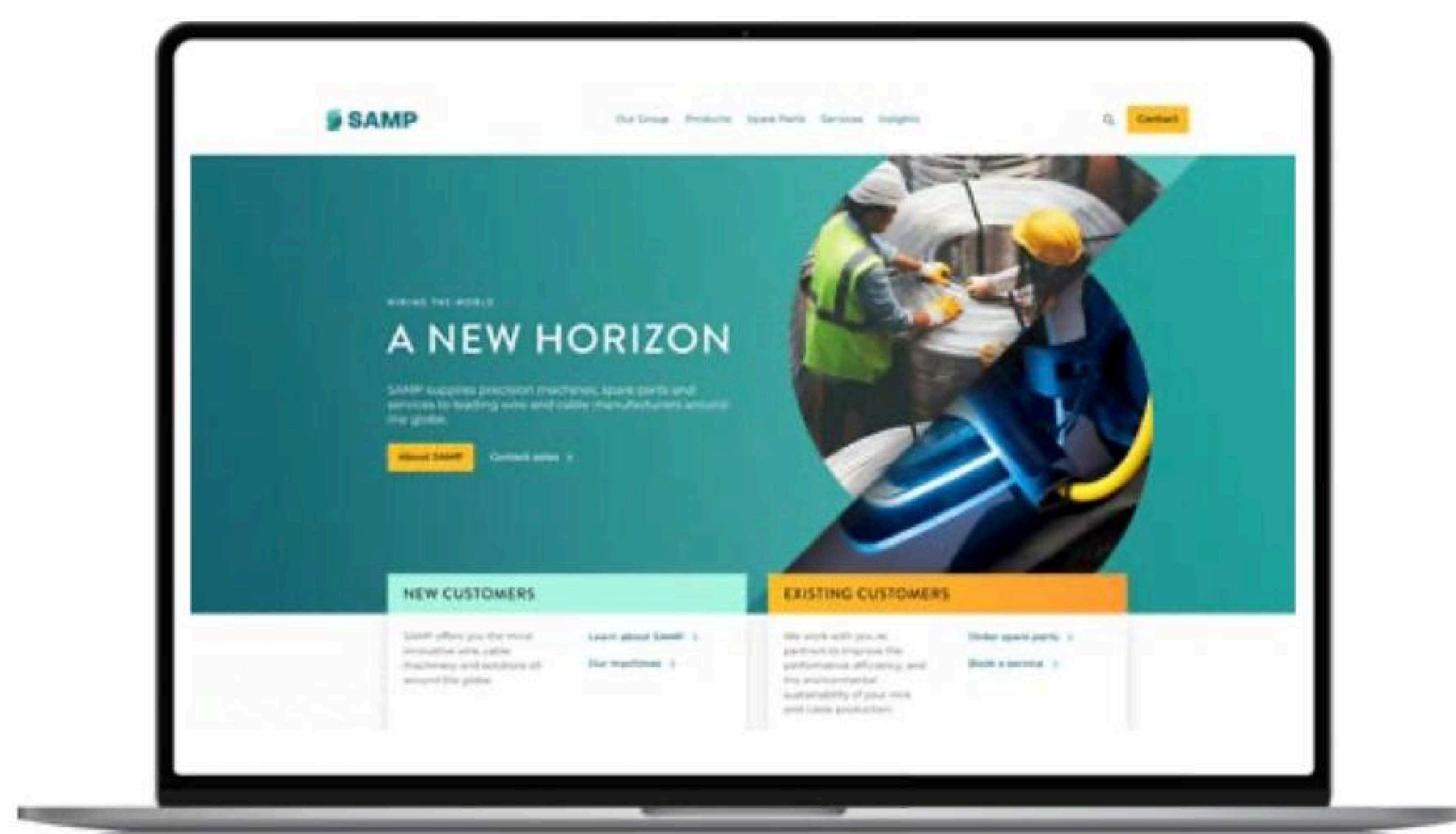
www.kluthe.com



SAMP srl | Italy

SAMP was founded in 1972 by Angelo Soffiantini, who brought extensive experience in the mechanical industry. From the outset, the company specialised in producing moulds and equipment for extrusion, delivering advanced solutions to the plastic profile sector.

With a commitment to continuous innovation and the flexibility to meet complex, application-specific requirements, SAMP is now recognised as a leading manufacturer in the field of extrusion mould technology.



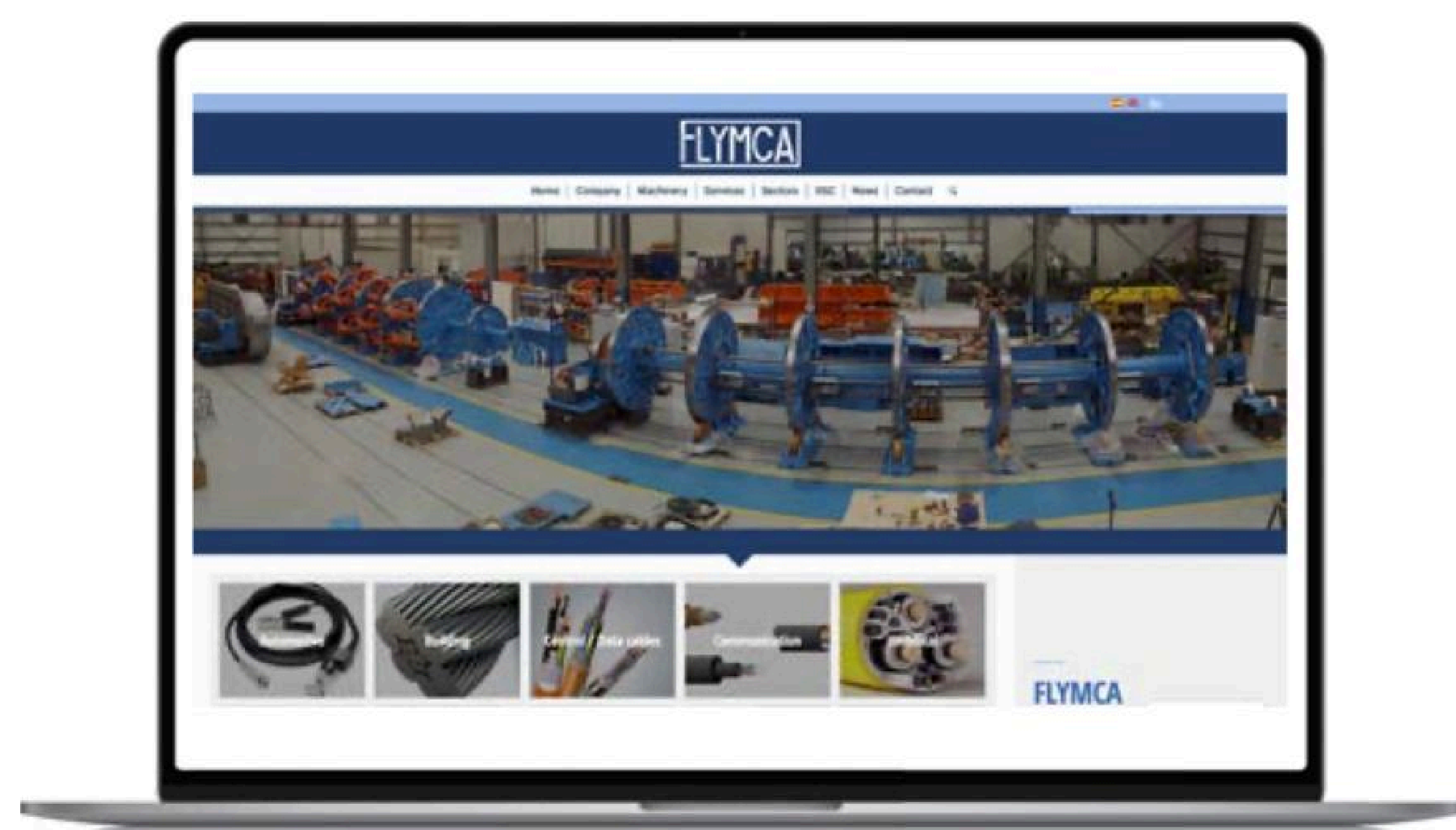
www.sampgroup.com



Flymca | Spain

FLYMCA is a Spanish company specialising in the design and construction of machinery for the production of a wide range of cables and conductors, covering low, medium, and high voltage applications in the energy sector, as well as steel wire rope, telecommunications cables, submarine cables, umbilicals, and combined cables for offshore platforms. The company also manufactures machinery for flat transformer cables, known as CTC (Continuous Transposed Conductors).

FLYMCA offers complete in-house project execution capabilities, including mechanical and electronic engineering, metal fabrication, machining, painting, assembly, and system integration. All equipment is installed and commissioned at the customer's site by FLYMCA's own experienced technicians.

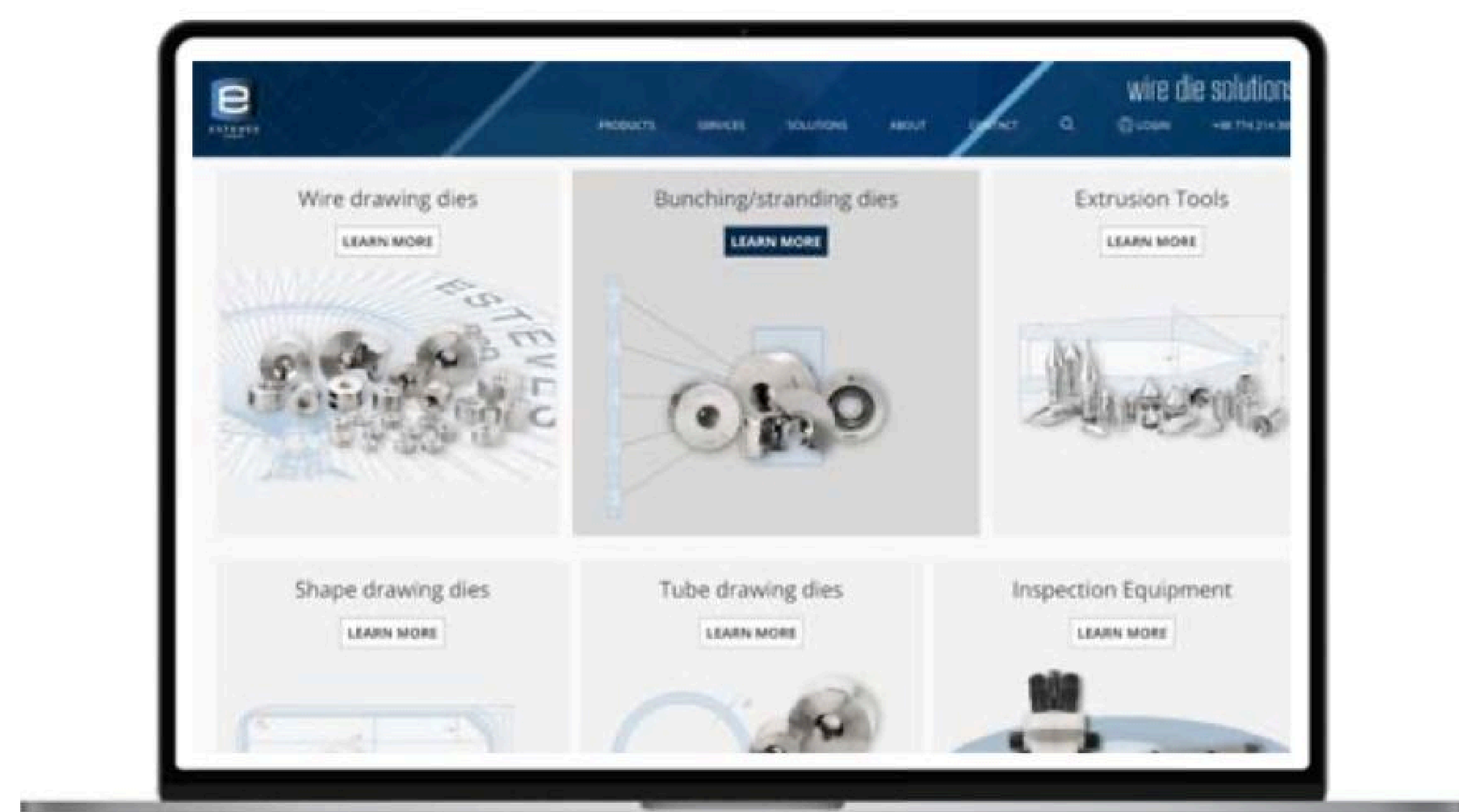


www.flymca.com/en

Esteves Group | Spain

With over a century of expertise in wire die manufacturing, Esteves Group is one of the key tooling suppliers for the wire and cable industry.

Esteves Group offers a comprehensive portfolio of wire and cable tooling solutions, including drawing dies, extrusion tooling, and stranding dies for a wide range of applications. The product line includes natural diamond (ND), synthetic single-crystal diamond (SSCD), polycrystalline diamond (PCD), tungsten carbide, and EZero binder less dies—each precisely designed for high performance and application-specific needs. For more demanding processes, such as steel wire drawing, diamond-coated (DC) dies provide extended service life and reduced friction.



www.estevesgroup.com

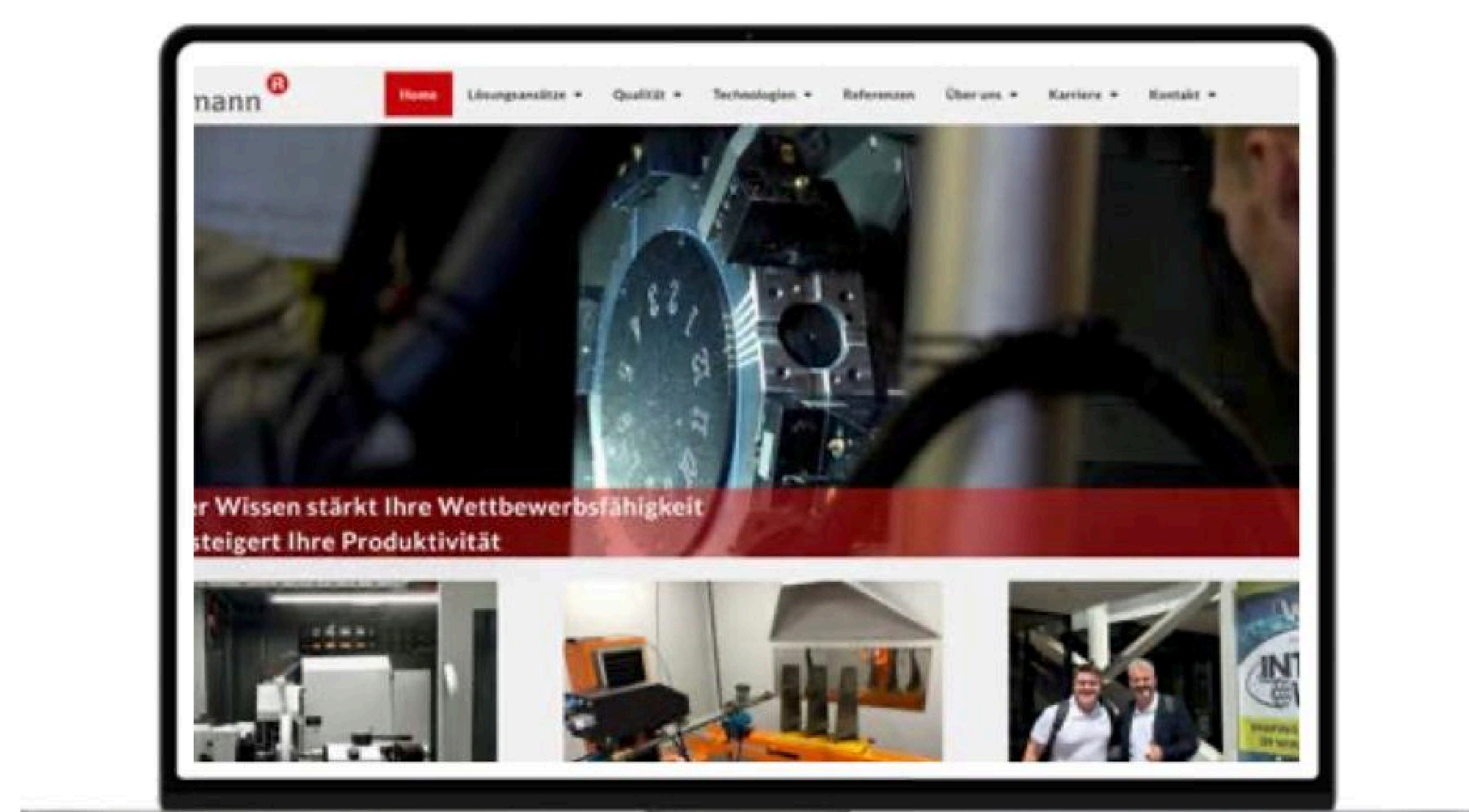
Esteves Group has five manufacturing plants strategically located in Asia, Europe, and America, and sells in over 80 countries.



Reimann Industrietechnik | Germany

Founded in 1966, Reimann Industrietechnik GmbH is a leading provider of advanced thermal coating solutions, specialising in the optimisation and regeneration of metallic components. With a focus on sustainability and precision, the company supports industries such as wire and cable manufacturing with high-quality products including guide pulleys, thread guides, and wire drawing tools.

Reimann's comprehensive production capabilities - from machining to polishing - are backed by innovative coating technologies such as SD-GUN, HVOF, PLASMA, and BORIDING, delivering exceptional wear resistance and performance. All manufacturing is proudly conducted in Germany, supporting local jobs and maintaining the highest quality standards.



www.reimanngmbh.de



2025-26 Exhibition Dates



wire Middle East Africa

6-8 September 2025



wire Southeast Asia

17-19 September 2025



wire Düsseldorf

13-17 April 2026



wire China

21-24 September 2026



wire India

30 November - 2 December 2026

IWMA is a proud wire industry partner of

international trade fair organiser Messe Düsseldorf GmbH
supporting the following exhibitions



Find us online:



www.iwma.org



[/international-wire-and-machinery-association](https://www.linkedin.com/company/international-wire-and-machinery-association)



info@iwma.org

The Rising Power of Southeast Asia

For decades, Southeast Asia stood in the shadow of China. That narrative is changing. The region, spanning Vietnam, Cambodia, Thailand, Myanmar, Malaysia, Singapore, Brunei, Indonesia and the Philippines, is fast becoming one of the most dynamic areas of the global economy. Unlike China's vast landmass, Southeast Asia stretches across thousands of islands and coastlines, producing a rich mix of cultures, industries and opportunities. Today, bold ambitions, regional cooperation and rapid economic transformation are pushing the region firmly into the spotlight.

Historically, proximity was the main link between the region's 11 nations, each with its own political systems, languages and international affiliations. Now, the shared goal is growth. A major driver has been the creation of the ASEAN Economic Community (AEC), established in the 1990s and now working towards the AEC Blueprint 2025. Much like the European Union, the AEC envisions a single market approach, harmonising standards, easing trade and fostering stronger integration both locally and globally. This gradual alignment has been a key factor in attracting foreign investment and encouraging domestic industries to compete on a global scale.

Against this backdrop, the wire Southeast Asia 2025 exhibition opens in Bangkok from 17–19 September. Running alongside Tube Southeast Asia, GIFA and Metec, the event showcases the growth of the region's wire and cable sector. Since its launch in 1995, and now in its 16th edition, wire Southeast Asia has become the leading trade exhibition in the region, offering a vital platform for collaboration, knowledge exchange and international business. Previous editions have drawn thousands of visitors from more than 50 countries, and this year's show is expected to be one of the most significant yet as industry leaders look to tap into ASEAN's momentum.

The Asia-Pacific wire and cable market, valued at around \$200bn before the 2023 show, is forecast to grow by up to 4.5% annually through the end of the decade. ASEAN economies are outpacing that, fuelled by electrification, digitalisation and industrial expansion. For global manufacturers, this translates into long-term opportunities across the entire wire and cable ecosystem, from power transmission and fibre optics to specialist coatings and machinery. One emblematic project is the Australia–Asia PowerLink (Sun Cable). Backed by private investment, this ambitious scheme will generate solar energy in Australia's Northern Territory and deliver it to Singapore through the world's longest HVDC undersea cable. Once operational, it could supply up to 15% of Singapore's electricity needs, a remarkable step for a nation that imports almost all of its energy. Despite entering



administration in 2023, the project was revived under new ownership and secured environmental approval from the Australian government in August 2024. Energy delivery to Darwin is targeted for 2030, with Singapore to follow. Combining large-scale solar, battery storage and subsea transmission, the project promises to reshape the regional energy landscape while spurring further growth in high-tech, power-hungry industries.

Urbanisation is also transforming demand. Bangkok hosts the wire show because it sits at the heart of one of the fastest-growing cable-making hubs in Southeast Asia, alongside Vietnam and the Philippines. Thailand is investing heavily in transport links, a new terminal for Suvarnabhumi airport and major industrial estates. Singapore is pushing forward with smart buildings, data centres and grid modernisation, alongside its role in Sun Cable. Indonesia, the largest consumer and producer, is advancing vast urbanisation and infrastructure programmes. Vietnam remains a significant importer, largely from China, while Thailand ranks as the third-largest exporter with a pivotal role in supply chains. Malaysia's electrical and electronics sector is equally vital, accounting for 40% of national exports.

The statistics highlight the scale of what is happening. Asia-Pacific's economy is expected to expand by 60% over the next eight years. AEC nations alone are investing \$27bn annually in renewables, though this will only replace around a quarter of their generating capacity. Undersea power supply projects will accelerate demand, with Vietnam planning at least 10 new subsea cable systems by 2030. That will bring its total to 15 systems with a combined capacity of 350 Tbps, two of them fully Vietnamese-owned and directly linked to key regional data hubs. It is a bold strategy to improve both data resilience and international connectivity.

For companies in the wire and cable industry, these shifts mean opportunity at every level. Growing cities need power distribution networks and telecoms. Expanding data centres demand fibre optics and advanced cabling solutions. And renewable megaprojects such as offshore wind and

solar require large-scale investment in subsea and HVDC cables. With ASEAN economies working to localise supply chains and reduce reliance on imports, international firms are also finding fresh incentives to partner with local manufacturers.

Challenges remain. In August 2025, the United States introduced tariffs of 10% to over 40% on imports from Southeast Asia. The move was aimed squarely at China, which has previously sidestepped US tariffs by relocating export production to ASEAN, especially Vietnam, Thailand and Malaysia. These countries saw a sharp rise in manufacturing investment, but Washington's new measures seek to clamp down on that "trans-shipping" strategy.

The impact has been significant. Vietnam's tariffs fell from 46% to 20% only after agreeing to greater US imports and concessions. Singapore, despite having a trade deficit with the US, was still hit with a base 10% tariff. These measures may alter trade patterns in the medium term, depending on whether future US administrations keep them in place. For now, regional governments are treading carefully, balancing the need to maintain export growth with the reality of tighter trade conditions.

Even so, ASEAN's growth prospects remain strong. Projections suggest the bloc could expand by 5% to 8% annually in the next decade, compared with 4.5% across Asia-Pacific. This growth will be driven by smart grids, renewable energy and large-scale infrastructure. Thailand's Eastern Economic Corridor, with its billions invested in roads, ports, water systems and industrial parks, is just one example of how the region is preparing for the future.

It is little wonder that wire Southeast Asia 2025 is being met with such anticipation. There may be concerns about tariffs, but optimism far outweighs them. For the global wire and cable industry, the show is more than a biennial exhibition. It is a window into one of the world's most exciting growth stories, and a clear sign that Southeast Asia is no longer a supporting act. It is stepping into the lead role on the global stage.



Experience a Night to Remember at IWMA's wire Southeast Asia Networking Event

With IWMA's exclusive networking evening fast approaching, anticipation is building for what promises to be one of the social highlights of the exhibition.

Taking place on Thursday 18th September 2025 at the stunning Cielo Sky Bar, this event

offers the perfect escape from the hustle of the show, just five BTS stops from the Bangkok International Trade & Exhibition Centre.

This exclusive event promises more than just panoramic views - guests can look forward to a truly memorable evening, with traditional Thai dance, delicious refreshments, and the chance to connect with industry peers from around the world in a relaxed and elegant setting high above the city skyline.

Attendance is complimentary for IWMA members (limited to two guests per company), with a limited number of additional tickets available at £50 per guest via the IWMA website.

Secure your place at iwma.org while tickets remain - we look forward to welcoming you there!

IWMA in Bangkok: Welcoming Members, Showcasing Innovation

Visit us at Stand E01: Your Industry Hub!

The countdown is on for our return to wire Southeast Asia, taking place from 17th-19th September 2025, where our Member Pavilion will once again serve as a central hub for members and visitors alike. Located at Stand E01 in BITEC, Bangkok, the IWMA stand offers more than just a place to pause - it's your base for making meaningful connection and conversation throughout the exhibition.

As always, visitors are invited to make use of our on-stand hospitality, with refreshments, Wi-Fi, and comfortable seating areas available. Whether you're arranging meetings, catching up on emails, or simply taking a moment to recharge, the stand is designed to support your time at the show.

You'll also find a full selection of IWMA publications, including the latest IWMA Insider magazine, membership directories, and information on upcoming events and member benefits.



Representing the association in Bangkok will be Chairman Willibert Dautzenberg, Executive Manager Jessica Bennett, and Marketing Executive Katie Houston. The team will be on hand throughout the exhibition to meet members, welcome visitors, and discuss how IWMA can support your business and professional growth.

From member support to networking opportunities, publications to technical expertise - Stand E01 is your go-to destination for all things IWMA during wire Southeast Asia 2025.

Pavilion Preview: Meet the IWMA Members Exhibiting at Stand E01!

Alongside IWMA's exhibition presence, our Member Pavilion at Stand E01 will bring together a diverse group of innovative companies from across the global wire and cable industry. Each company brings unique expertise, technologies, and solutions to the show floor, and together they demonstrate the value of being part of IWMA's connected global community.

Here's a closer look at the members exhibiting within the Pavilion at wire Southeast Asia 2025:



AFH Antriebstechnik
Germany's AFH Antriebstechnik has been developing specialist haul-off belts and drive systems since 1949. Combining traditional weaving expertise with advanced coatings, their solutions are built to perform in high-demand wire and extrusion environments.

Stand E05
www.afh-antriebstechnik.de



Jiangsu Qunye Electrical Ltd
Qunye specialises in the design and production of a wide range of cable reels and components, including flat iron shafts, submarine cable drums, steel I-wheels, and plastic reels. Their equipment is widely used in cable machinery applications across Asia and beyond.

Stand F06
www.qunye.com.cn



Metalube
Metalube, headquartered in the UK, specialises in high-performance industrial lubricants for wire and tube drawing, as well as protective greases for overhead conductors. Exporting 95% of its production globally, Metalube is a trusted name in lubrication technology that enhances process efficiency and reliability.

Stand F16
www.metalube.co.uk



Rautomead
UK-based Rautomead Limited is a world leader in continuous casting technology for non-ferrous metals, with applications including copper wire and alloy rod production. Their equipment supports efficient, near-net-shape casting for a range of sectors including automotive, communications, and electrical.

Stand F12
www.rautomead.com



Aversion Technologies
Based in the USA, Aversion Technologies is the only global provider of repellent masterbatches for wire and cable applications, designed to deter rodents and insects. Their advanced formulations protect infrastructure and assets across a wide range of industries.

Stand E17
www.aversiontech.com



Key Rate International
Key Rate, based in Taiwan, supplies automated coiling, wrapping, and packaging systems that support efficiency and reliability across wire and cable manufacturing lines. Their machinery is trusted across global markets.

Stand F04
www.key-rate.com



Proton Products
UK-based Proton Products is a leading manufacturer of precision non-contact instrumentation for wire and cable production. Their systems include laser-based measurement for diameter, speed, length, and spark testing, supporting greater control and consistency on the production line.

Stand E09
www.protonproducts.com



Mikrotek Machines Ltd
Based in Bangalore, Mikrotek is a specialist in precision wire drawing dies and tools, including PCD, natural diamond, and tungsten carbide dies. Serving global wire and cable manufacturers, Mikrotek is known for high-performance solutions that deliver accuracy and durability.

Stand E11
www.mikrotek.in

Together, these companies represent the strength and diversity of the IWMA membership and highlight the innovation shaping the future of the wire and cable industry.

Be sure to visit them at the IWMA Pavilion - Stand E01 to explore the latest technologies, meet industry experts, and discover how our members are making an impact worldwide.

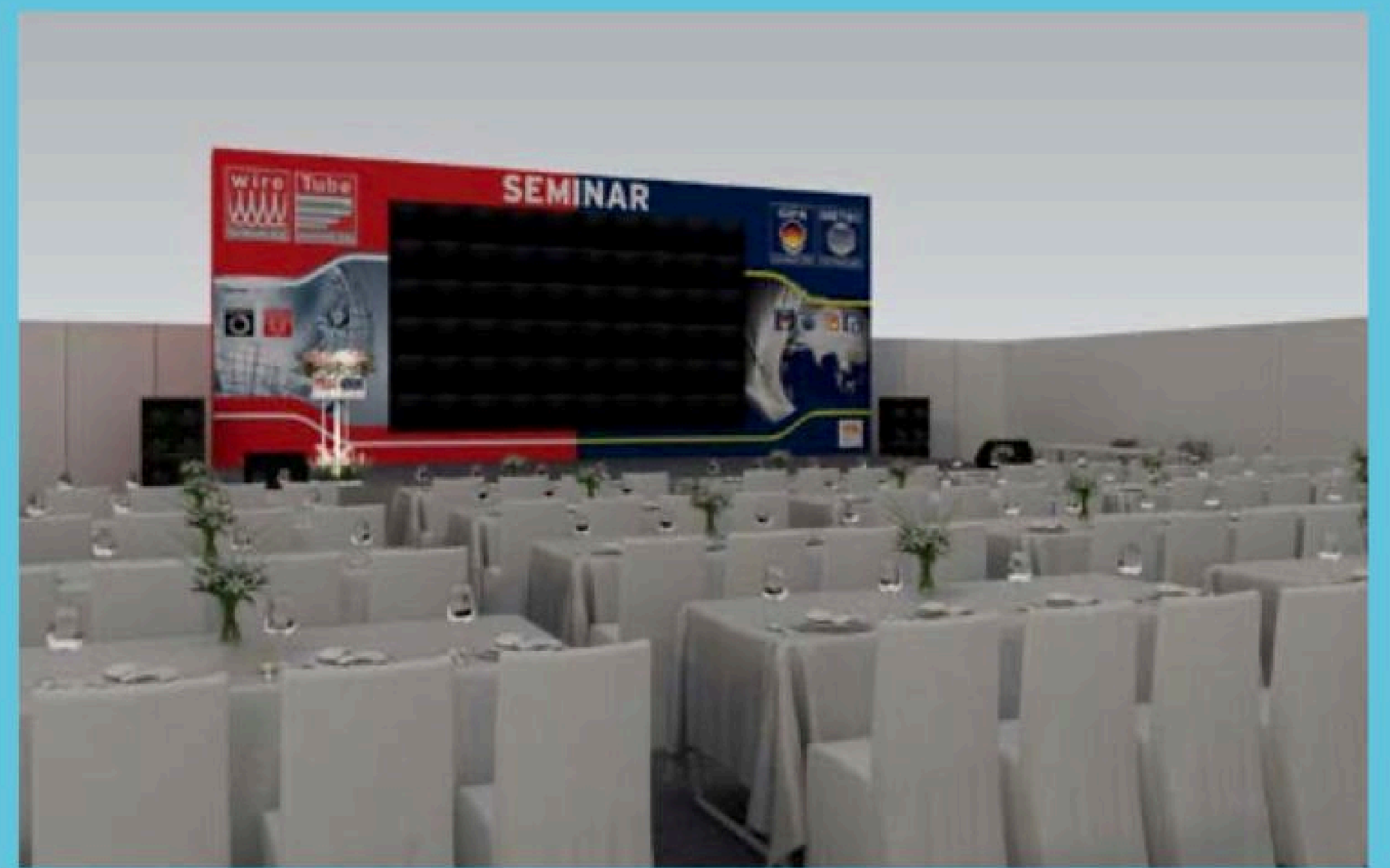
IWMA Seminar at wire Southeast Asia

10 Expert Speakers, 2 Themed Panel Discussions, One Incredible Opportunity to Connect, Learn and Drive Growth at wire Southeast Asia

IWMA's Technical Seminar returns to wire Southeast Asia this September, offering a full day of expert insights, innovation, and valuable connections in Hall 103, BITEC, Bangkok.

Held in partnership with Messe Düsseldorf Asia on Thursday, 18th September, the seminar will explore the latest technological innovations, market developments, sustainability strategies, and workforce transformation shaping the global and ASEAN wire and cable industry. It's a unique opportunity to gain insights, share knowledge, and make valuable connections.

Discover the Full Day's Schedule below



Morning Speaker Sessions

11:00 - 11:10 | Welcome

From IWMA Chairman, Willibert Dautzenberg

11:10 - 11:30 | From Connectivity to Capability: Thailand & Southeast Asia's Energy and Cable Outlook

Pongsapak Nakornsri – CCO, Bangkok Cable & President of the Trade Association of Thai Cable Manufacturers (ATCM)

11:30 - 11:50 | Innovations at Niehoff – The Latest Generation of Niehoff Rod Break Down Lines

Bernd Lohmüller – Managing Director, Maschinenfabrik Niehoff GmbH & Co. KG & President, IWMA

11:50 - 12:10 | Advancing Cable Material Technology – SCGC's Black Peroxide XLPE Compound for SAC Jacketing

Pimpa Suwanpreuksa & Walailuck Kamphunthong – Senior Executives, Application and Market Development, SCGC

12:10 - 12:30 | Deterioration of LV XLPE UV-Stabilised Cables Containing 2.5% Carbon Black in Coastal Regions

Maurice Alphonso - Technical Director, Plexchem Technologies

12:30 - 13:00 | Panel Discussion

Wired for Growth: Unpacking Opportunities and Challenges in the ASEAN Wire & Cable Market

13:00 - 14:00 | Networking Lunch Break

Afternoon Speaker Sessions

14:00 - 14:20 | Global Wire and Cable Market Outlook Amid Reshaping Trade Flows and Shifting Supply Chains

Chenfei Wang - Head of Wire & Cable, CRU

14:20 - 14:40 | Product Advancements within the Copper Wire Drawing Industry

Mohd Shahrin Abu Bakar - Technical Service Manager - Asia and Arabian Gulf, Metalube

14:40 - 15:00 | Beyond Standard – The Value of Customized Haul-Off Belts

Sebastian Eckert - CEO, AFH – Antriebstechnik GmbH

15:00 - 15:20 | Seeking Market Growth Through Line Upgrades and Aftersales

Pasi Edelman - Sales Manager, Maillefer Services, Maillefer

15:20 - 15:40 | Interaction of Online and Offline Inspection, Sorting and Analysis Ensures Highest Material Quality and Process Optimization During Power Cable Production

Aguinaldo Ramalho - Head of Sales, Wire & Cable, SIKORA AG

15:40 - 16:00 | Panel Discussion

Global Currents: How Shifting International Wire & Cable Markets Influence ASEAN's Next Move

16:00 | Seminar Close

All visitors are welcome - join us in the Seminar Room, Hall 103. For more information, visit the IWMA Pavilion at Stand E01.



IWMA Members Exhibiting at wire Southeast Asia

IWMA Pavilion – E01		Stand		
AFH-ANTRIEBSTECHNIK GMBH	E05		INNOVITES B.V	J39
AVERSION TECHNOLOGIES	E17		KLÜBER LUBRICATION GMBH	H18
JIANGSU QUNYE ELECTRICAL CO LTD	F06		MADEM REELS GROUP	F39
KEY RATE INTERNATIONAL CO., LTD	F04		MAILLEFER EXTRUSION OY	J01
METALUBE	F16		MASCHINENFABRIK NIEHOFF GMBH & CO. KG	H29
MIKROTEK MACHINES LTD	E11		MFL GROUP	K09
PROTON PRODUCTS INTERNATIONAL LTD.	E09		NIEHOFF SINGAPORE PTE. LTD	H29
RAUTOMEAD LIMITED	F12		PAMICA ELECTRIC MATERIAL(HUBEI) CO LTD	M32
Company	Stand		REBER SYSTEMATIC GMBH + CO. KG	G17
ABZ (SHANGHAI) SMART TECH.CO LTD	D01		RICHARDSAPEX INTERNATIONAL PTE LTD	K29
ACIMAF	K01		ROSENDAHL NEXTROM GMBH	F01
AUGUST STRECKER GMBH & CO. KG	H19		SAMP S.R.L.	K25
BONGARD MACHINES GMBH & CO. KG	J10		SETIC POURTIER SAS	G16
CONDAT SA	Z51		SHANGHAI GEILI PRECISION DIES CO LTD (YICHANG GEILI DIAMOND INDUSTRIAL CO. LTD)	D09
DOMEKS MAKINE A.S.	M31		SHANGHAI KECHEN WIRE & CABLE MACHINERY CO LTD	E12
DRTIMPIANTI SRL DRT	K19		SIKORA AG	J20
EDER ENGINEERING GMBH	G06		SKET VERSEILMASCHINENBAU GMBH	H17
ESTEVEZ GROUP	G40		T.FUKASE AND CO LTD	J31
EUROBEND GMBH	H08		TROESTER GMBH & CO. KG	H01
FLYMCA S.L.	F24		UPCAST OY	F18
FORT WAYNE WIRE DIE, INC	H31		UYGAR MAKINA SAN. VE TICARET LIMITED STI.	M01
GWO LIAN MACHINERY IND CO LTD	E29		VINSTON US CORP.	J32
H. FOLKE SANDELIN AB	H29		YANGZHOU TENGFEI ELECTRIC CABLE AND APPLIANCE MATERIALS CO LTD	E10
HEDA INDUSTRIAL CO LTD	D19			
HENRICH MASCHINENFABRIK GMBH	J18			
INDUCTOTHERM GROUP CHINA- THERMATOOL CHINA	D18			

MFL Group

MFL Group at wire Southeast Asia: From Drawing to Extrusion, Stranding and Treatment

Join MFL Group at wire Southeast Asia, 17–19 September and visit us at Booth K09. With over 125 years' experience, MFL Group is a global leader in wire, cable, and rope production solutions. We design drawing, stranding, extrusion and treatment lines, along with integrated digital solutions that boost machine performance, process control, and production value.

We'll present our extrusion technology for halogen-free flame-retardant (HFFR) compounds. Our patented extruder design and precise thermoregulation ensure optimal temperature control and consistently high output quality, making them a top-performing asset for these materials in the market. Built for long-term performance, our extrusion lines support a wide range of insulation and jacketing applications while minimising maintenance requirements.

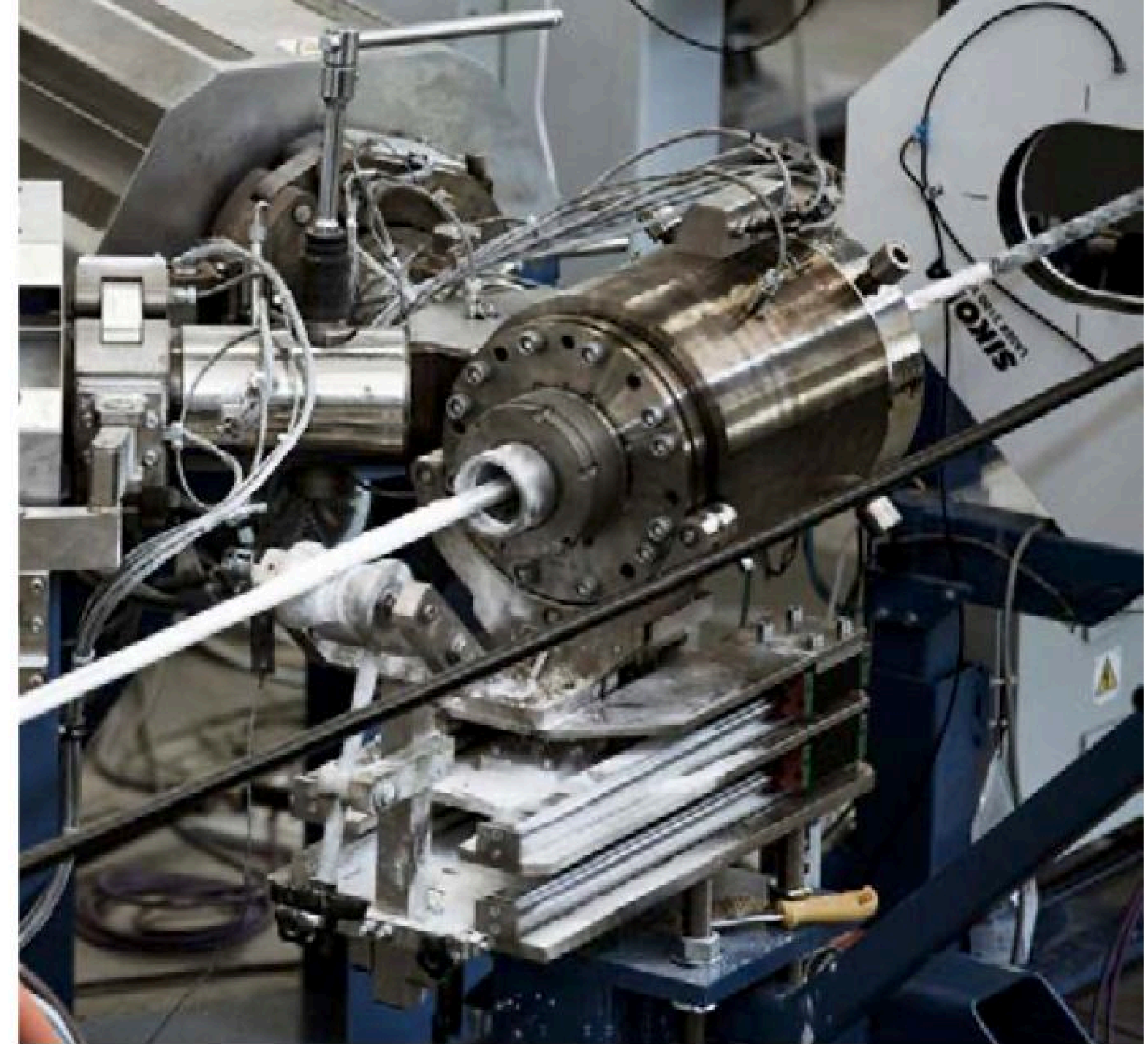
Our Multiwire Drawing Line, reaching 35 m/s and processing 48 wires, is designed to boost production efficiency while minimising energy use and maintenance. A quick die change system eliminates restringing and reduces downtime.

Our Pail Packer Machine (PPM) efficiently handles coils up to 2 tonnes while minimising permanent twists. It supports multiple wire types with low maintenance and operational costs. We'll also present our rod preparation line, featuring our patented Mechanical Descaling system - an eco-friendly alternative to acid pickling - and our Electrolytic Phosphating lines, designed to enhance drawability and oxidation resistance.

Lastly, our Koch cold rolling lines offer high productivity, robust construction, and ease of use, featuring automatic snarl detection, stress-relief devices, and coil labeling support efficient "1-man" operation.

Stand K09

www.mflgroup.com



Domeks

DOMEKS MAKINE A.S: Innovating Cable Packaging and Compound Production Since 2002

Domeks Makine A.S. has been providing high-quality and customised solutions in cable packaging and compound production since 2002. With a customer-first approach and a strong focus on innovation, Domeks has become a trusted brand in global markets.

The company specialises in eco-friendly and efficient production systems, offering its own machines that are protected by national and international patents. With a team of 25 skilled engineers, Domeks leads in mechanical design, automation, software, and custom-built production.

Advanced Technology for Today's Manufacturing

Domeks' modern product range helps increase speed and flexibility in cable packaging and compound production. Key machines include:

Triple Quadromatik

The first machine of its kind with three winding stations for both coil and reel winding. It allows fast and continuous operation with very little downtime.

Reelmatik 1000

A compact and easy-to-maintain machine for automatically winding reels up to 1000 mm. Its standardised process reduces the need for manual operation.

Rotationmatik

Offers winding speeds of up to 750 metres per minute, ensuring smooth and efficient performance during long production runs.

Novus: A Revolutionary Approach to HFFR Compound Production

A space-saving and energy-efficient machine for HFFR compound production. It features single point feeding and easy-to-use controls.

Reliable Global Support

With over 500 machines running in more than 40 countries, Domeks offers 24/7 technical support and fast spare parts service to keep your production running smoothly.

See Us at wire Southeast Asia 2025 BITEC, Bangkok | September 2025

Visit Domeks at wire Southeast Asia for our first appearance in the region. See our patented systems, meet our engineers, and learn how our technology is reshaping industrial production.

Stand M31

www.domeksmakine.com



Condat

Condat's Innovative Soluble Solutions at wire Southeast Asia

Best known as a global leader in dry drawing soaps, CONDAT also offers an extensive range of tailored soluble lubricants for electric wires (copper and aluminium) as well as copper-coated, zinc-coated, and low to high-carbon content wires for a variety of applications.

VICAFIL SL 2200: A Game-Changing Solution for Copper/ Zinc-Coated Wires

For applications such as welding wire, cables and ropes, staples, and concrete fibre, CONDAT presents VICAFIL SL 2200 – a cost-effective, responsible solution. Highly concentrated, it reduces transportation costs and environmental impact by minimising water content.

Key benefits:

- Superior lubricity: up to 20% annual lubricant savings or increased die lifetime
- Outstanding bath stability: resistant to hard water, high temperatures (50 °C), and bacterial growth

- Excellent acid resistance: ideal for skin-pass operations after copper plating, enabling less draining and greater productivity

Steelcord Expertise: Full Lubrication Support

CONDAT remains the only supplier supporting all stages of steelcord wire processing:

- Dry drawing: SUMAC and SANTALE soaps offer proven performance and consistency
- Wet drawing: CLEARCORD 100, free from restricted ethylene diamine (EDA), delivers high concentration, wire cleanliness, and superior bath stability
- Patenting: POLYTHERM PA11 is a water-based alternative to traditional lead baths, enhancing operator safety while maintaining excellent resistance to dry drawing pollutants

Through innovations like VICAFIL SL 2200, CLEARCORD 100, and POLYTHERM PA11, CONDAT continues to develop environmentally responsible, high-performance solutions that meet both technical and regulatory demands in the wire industry.

Stand Z51

www.condat-lubricants.com

KC Machine

KC Machine: Driving Innovation in Telecom Cable Manufacturing Equipment

Shanghai KECHEN Wire & Cable Machinery Co., Ltd. – known as KC Machine – has been a steadfast innovator in telecom cable equipment since its establishment in 1999. Backed by over 60 years of industry development, the company has earned a reputation for designing and manufacturing specialised, non-standard machinery that meets the complex demands of transmission line production.

With a workforce of nearly 100 employees – approximately half of whom are design and commissioning engineers – KC Machine leverages deep technical expertise to adapt swiftly to evolving market needs. Its influence is global, with more than 800 specialised wire and cable production lines installed worldwide, underscoring the company's commitment to quality and reliability.

KC Machine's extensive product portfolio addresses a broad spectrum of cable manufacturing requirements, including:

- RF coaxial cable production lines tailored for telecommunications and broadcasting
- LAN, SFP, QSFP, HDMI, and mini coaxial cable lines designed for high-speed data communication
- Railway signal cable lines that meet stringent safety and durability standards
- High-temperature extrusion lines for advanced materials such as FEP, ETFE, and PFA
- Indoor and outdoor optical cable lines supporting modern fibre infrastructure
- Power and fire-retardant cable metal sheathing and jacketing lines focused on enhanced safety
- Specialised production lines for aerospace, military, and aircraft cables
- Core auxiliary equipment, including pay-offs, take-ups, capstans, and water troughs

KC Machine's ongoing dedication to meticulous engineering, advanced technology, and comprehensive support services positions it as a leader in the wire and cable machinery sector. As the global demand for sophisticated cable solutions grows, KC Machine continues to equip manufacturers with robust, efficient production lines that boost productivity and deliver value.

Stand E12

AFH

AFH Antriebstechnik GmbH – Custom Haul-Off Belts for the Cable Industry

In cable manufacturing, consistency and precision are critical – and even small components like haul-off belts can impact production quality. Too often, manufacturers rely on standardised solutions that fail to meet the unique demands of their processes.

At AFH Antriebstechnik GmbH, we specialise in high-quality, customised haul-off belts tailored specifically for the cable industry. With decades of experience, we understand that no two production environments are the same – and that effective belt performance depends on the right combination of materials, coatings, and construction.

Every project starts with a detailed consultation to assess the customer's equipment, products, and technical challenges. Whether a process requires enhanced grip, resistance to heat or abrasion, or precise geometries, we engineer belts to match those specific requirements.

Our focus is on individualisation, reliability, and long-term performance. Each belt is manufactured using high-grade materials and modern production technology, ensuring durability and consistent results in demanding environments.

We don't just supply belts – we partner with our customers to deliver solutions that fit. From concept to delivery, our technical support and responsive service are part of what sets us apart.

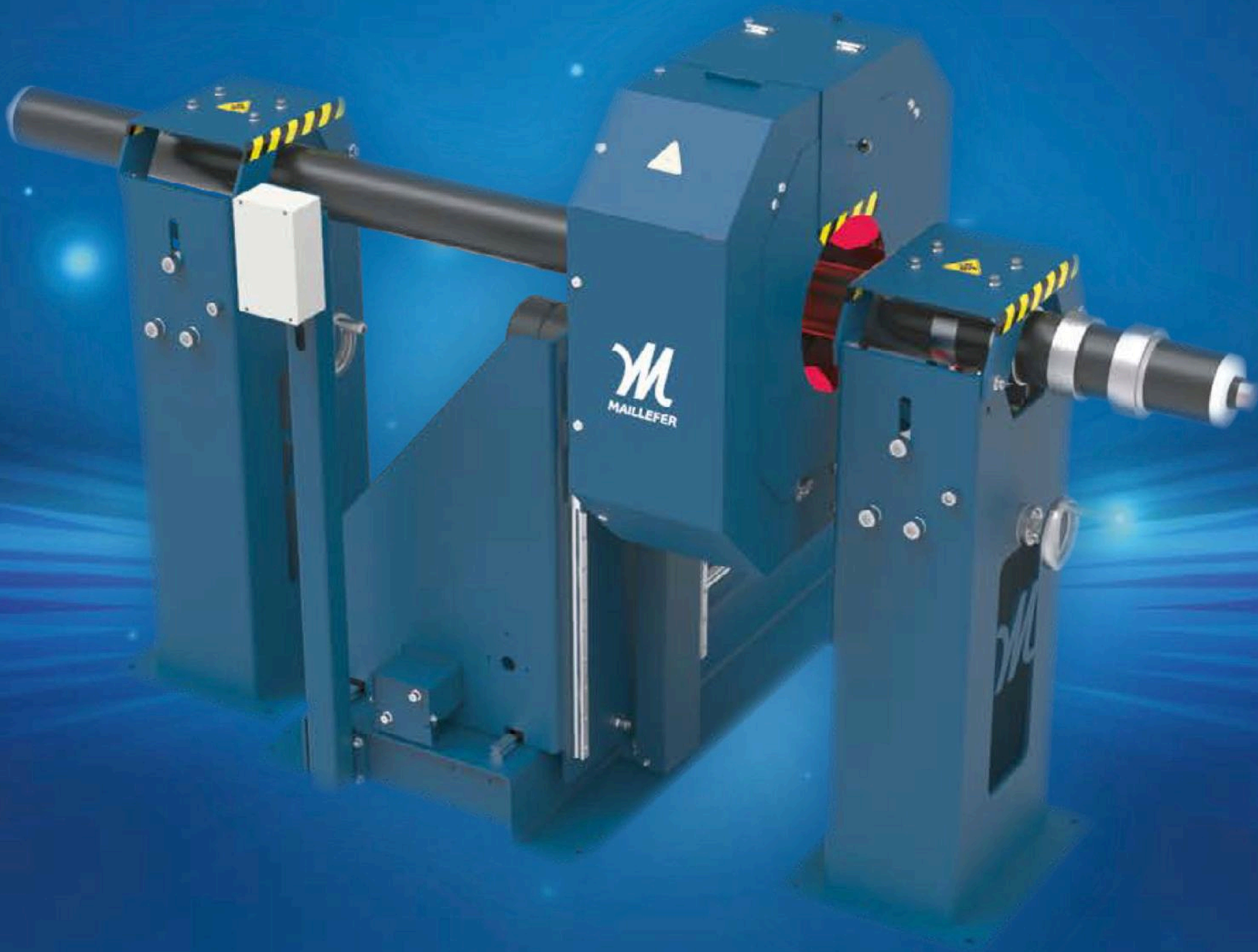
Stand E05

www.afh-antriebstechnik.de





Join us in
Bangkok: 17th - 19th
September
2025
Booth #J01



InnoVites

InnoVites Heads to wire Southeast Asia 2025 with Real-Time AI for Cable Manufacturers

The team at InnoVites is gearing up for wire Southeast Asia 2025, happening from September 17–19 at BITEC, Bangkok; and we’re thrilled to invite the region’s cable manufacturing community to stop by Booth J39 for a hands-on experience.

At this year’s event, we’re putting the spotlight on how AI is transforming inquiry management for cable manufacturers - speeding up sales cycles by routing, answering, and tracking customer inquiries in real time.

What to expect in just 15 minutes at our booth:

- Straight to the outcomes: Learn how cable manufacturers across Southeast Asia are improving on-time delivery, margins, and cash cycles with the InnoVites suite.
- AI in action - live demo: Watch how inquiries flow seamlessly from RFQ to quotation, powered by our fully integrated cableERP and cableCRM platforms. You’ll also get an exclusive preview of the latest in AI innovation - cableAI.
- One connected view across operations: Dive into cableERP, cableCORE MES (think real-time WIP tracking, OEE insights, scrap analytics, and dispatching), and cableCORE DDM* (for design, costing, and PLM). Everything’s built to keep quotations, specifications, and shopfloor operations in perfect sync.
- Local support that scales with you: We’ll be joined by our trusted partner 9 Dots, a Microsoft partner based in Thailand, to walk you through local implementation, rollout strategies, and how we ensure post-go-live success.

Whether you’re just exploring digital transformation or already scaling your operations, this is your chance to see what’s possible - up close and in real time.

Stand J39

www.innovites.com

Maillefer

Shaping Tomorrow Together – Join Maillefer at wire Southeast Asia 2025

Step Into the Future at wire Southeast Asia – Live in Bangkok, September 17th-19th, 2025! We’re excited to be at wire Southeast Asia from September 17th-19th, 2025. Visit us at Stand J01 as we showcase the latest advancements in sustainable manufacturing and digitalisation.

Discover how industry change is shaping the future - explore cutting-edge technologies, such as our Topography Scanner, Solar cable innovations, and Neutral Zone Post Heating, alongside other innovations that drive smarter, more sustainable operations.

Our team of experts will be on hand to share new capabilities for:

- Subsea cables
- Solar/photovoltaic cable production
- CV lines for energy cables
- Local service and support through Maillefer Aftermarket

See firsthand how sustainability is reshaping product design and driving operational excellence. We’ll demonstrate how our solutions support customers in meeting growing demands for environmental responsibility - without compromising performance.

Join us to experience:

- The latest in smart technologies
- Breakthrough innovations
- Personalised insights from our House of Experts

Stand J01

www.maillefer.net

Niehoff

Boosting Braiding Efficiency and Quality: Niehoff’s BMV 16

At wire Southeast Asia 2025 (stand H29), Maschinenfabrik Niehoff will display its BMV 16 vertical lever-arm rotary braiding machine, designed to enhance cable manufacturing efficiency and quality. Aimed at reducing operational costs, improving throughput, and ensuring perfect shielding, the BMV 16 offers significant advancements over traditional braiding machines.

The machine’s ability to accelerate bobbin speed from 175 rpm to 200 rpm increases braiding performance by 10%, a key improvement for high-demand production. Niehoff’s Wire Tension Control system ensures uniform tension across all braiding wires, resulting in flawless shielding - a critical requirement for modern cable applications across industries.

Niehoff’s Coverage Control System further improves efficiency by maintaining a consistent braiding coverage ratio and reducing material waste. Manufacturers can save up to 10% of their braiding material, offering considerable cost savings without compromising product quality.

For seamless operation, the BMV 16 features advanced monitoring systems that allow for unattended operation over extended periods. The myNIEHOFF digital platform enables real-time machine and process data monitoring, providing valuable insights and supporting quality documentation for customers.

Versatility is another standout feature of the BMV 16, capable of processing various wire types, including copper, aluminium, and synthetic fibres. It accommodates a wide range of braiding patterns and materials, making it ideal for producing cable shields, stranded braids, and textile braids.

With its enhanced efficiency, reduced material use, and precise performance, the BMV 16 is set to redefine modern cable manufacturing. As manufacturers seek to streamline operations and reduce costs, Niehoff’s BMV 16 offers a solution that meets the evolving demands of the industry.

Stand H29

www.niehoff.de





Rautomead

Rautomead: Supporting Your Casting Journey at wire Southeast Asia 2025

Rautomead is proud to return to wire Southeast Asia 2025, where we will be showcasing our latest innovations in continuous casting technology.

On display will be our RIC 400, a groundbreaking solution for processing cobalt, nickel, and iron alloy wire rods, available in diameters from 2.5mm to 50mm. This high-performance system is engineered to deliver superior quality and efficiency for demanding alloy applications.

We will also highlight our RS range of continuous casting machines, featuring graphite metal containment. These industry-leading machines are trusted worldwide for the production of conductor alloys such as CuOF, CuMg, CuSn, CuAg, and CuP – ensuring low oxygen content, high conductivity, and high tensile strength for critical performance environments.

Another key innovation is our RSL sealed lid casting technology, developed for precise and reliable processing of copper chrome zirconium alloys.

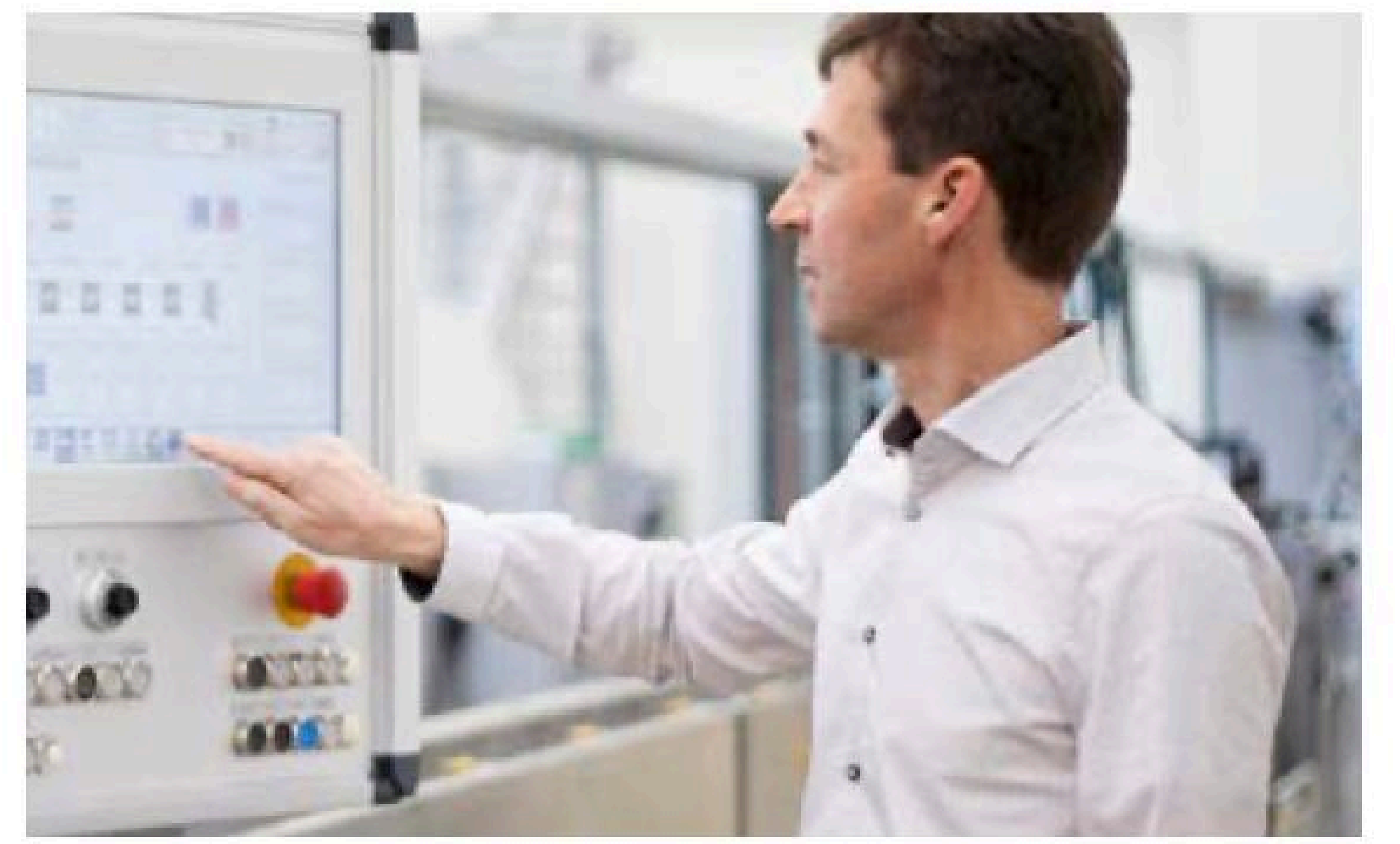
At Rautomead, we don't just manufacture machines - we support your entire casting journey. Our global customer service team ensures fast delivery of spares and consumables, while our expert shipping department manages international logistics with ease. Our technical support specialists and engineers are available for training, commissioning, and regular servicing to help you maximise machine performance.

We also provide custom machine upgrades, trial casting services, and foundry work, as well as tailored solutions for toll casting, scrap input, and control system upgrades (Omron to Siemens).

Stand F12

www.rautomead.com

Rosendahl Nextrom



Rosendahl Nextrom at wire Southeast Asia: Focused on Productivity, Precision, and Partnership

At the upcoming wire Southeast Asia show in Bangkok, Rosendahl Nextrom will showcase its commitment to solutions that maximise productivity while ensuring top product quality. Visitors can expect to see a selection of technologies and innovations designed to support fast, efficient, and reliable cable production.

Efficiency meets quality

One of the company's core focuses is high-speed insulation with minimal material scrap, top product consistency, and quick color changes. Rosendahl Nextrom's production lines are engineered for shorter changeovers, fast line stabilisation, and a high degree of automation, enabling manufacturers to respond swiftly to market demands.

Advanced extrusion technology

At the heart of Rosendahl's extrusion lines is ROEX technology, which features a unique extruder drive for high linearity and stable output, ensuring repeatable quality. The equipment is maintenance-friendly, energy-efficient, and built for long-term performance.

Supporting this are Rosendahl's RX crossheads. Coming from one source, extruders and crossheads work seamlessly together, perfectly matched and fully customisable to each customer's needs. For optimal integration and performance.

Smart line control for smooth operation

The RIO line control system simplifies production with minimal operator intervention and intuitive troubleshooting, keeping operations smooth and reducing downtime. New: AI-based process control, and powerful maintenance management.

Tailored solutions for sensitive applications

Beyond standard cable types, Rosendahl also provides specialised solutions for high-temperature and sensitive products, including micro coaxial cables and high-performance data cables like Twinax, which are increasingly vital in AI data centers. These applications require precisely tuned equipment and processes capable of maintaining tight tolerances - a challenge Rosendahl is well equipped to meet.

Stand G01

www.rosendahlnextrom.com

Upcast

Upcast Showcases Continuous Casting Technology at wire Southeast Asia

UPCAST will be exhibiting at Booth F18 during wire & Tube Southeast Asia 2025, showcasing its well-established UPGAST system for the production of high-conductivity copper rod, copper tube and alloys.

Designed for operational efficiency and flexibility, the UPGAST® process is based on a straightforward casting principle and features a modular layout that can be adapted to a variety of production requirements. Each line is tailored to suit the user's input materials - be it cathode copper, recycled copper, or a combination, and typically includes a charging system, furnace, casting machine, and coilers.

With ongoing development and support forming a key part of its offering, UPGAST continues to support customers worldwide in meeting evolving demands across a range of copper-processing applications.

Stand F18

www.upcast.com

H. Folke Sandelin

H. Folke Sandelin AB: Leading the Way in Top-Quality Lead Extrusion Equipment Since 1958

H. Folke Sandelin AB (HFSAB), an independent company of the NIEHOFF Group and a global market leader in lead extruders as well as cable stripping and repair machines, will be exhibiting at the NIEHOFF booth during wire Southeast Asia in Bangkok. Find us in Hall 102, Booth H29.

Decades of consistent development, combined with our team's expertise, service as a core competency, and close partnerships with customers, have driven our success. These principles have been fundamental in the past and will continue to be so in the future.

Our modernised horizontal lead extruder LEH, released in 2022, prioritises ease of use, energy efficiency and cost savings. One of its standout features is the semi-automatic centring device, which simplifies the die adjustment process. This feature reduces setup times and operator errors while enabling more precise adjustments, resulting in material savings. The centring device is available as an option for new machines of all die block sizes and can also be retrofitted to existing horizontal and vertical extruders.

Depending on the production demands, a range of high quality and energy efficient melting pots are available for 10, 18, 35 and 60 tonne capacities. Lead pumping lines complete the portfolio and allow our customers flexible system installations.

Also available from HFSAB are cable stripping machines, the CRRS and Model SM-H. Thus, supporting our customers in achieving their sustainability objectives. Both machines can remove individual layers without causing any damage to the subsequent layer below. As a result, enabling the outer jacket, Lead Sheath, or triple layer XLPE to be re-applied and the cable repaired.

The CRRS is used for the removal of outer sheathing materials such as HDPE with or without a bonded thin aluminium metallic sheath, PE, PVC or Lead.

With headquarters in Motala, Sweden, HFSAB is your reliable partner for meeting the global demands of tomorrow, today.

Join us at wire Southeast Asia 2025 from 17 to 19 September at the Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand.

Stand H29

www.hfsab.com

Setic & Pourtier

Following a successful 2023 edition, your trusted cable production partners, SETIC & POURTIER and C2S, are proud to announce their participation at wire Southeast Asia 2025, held at the Bangkok International Trade & Exhibition Centre (BITEC).

Thierry Pietroniro, Sales Director, shares:

"We were very pleased with the outcome of our participation in 2023. This year, SETIC & POURTIER will once again warmly welcome visitors from Southeast Asia to connect with key industry players and explore new collaboration opportunities across the ASIAN region."

SETIC & POURTIER Powering a changing world

The growing demand for power and control cables is being driven by the expansion of electricity generation, transmission, and distribution networks. The global shift toward renewable energy sources - such as solar and wind - is also powering the market, requiring advanced and specialised stranding and cabling solutions.

SETIC & POURTIER offer state-of-the-art rotating machinery designed to meet these evolving needs, delivering performance, reliability, and innovation.

Gauder Group Shanghai supplies SETIC Made-in-China machines that meet European standards of quality and performance. This local production enables us to respond effectively to the dynamic and demanding Chinese and Asian markets, while providing competitive and responsive local service.

This strategic approach reinforces our commitment to customers in the region and strengthens our position as a global leader in rotating machinery for the wire and cable industry.

Large double twist machines: the perfect reply to low and medium voltage cable Market growth.

The right solution at the right time. The low and medium voltage cables market is projected to grow significantly, driven by rising demand for energy and its integration on the grid network, infrastructure development, surging construction projects including data centres.

Thierry Pietroniro, Sales Director, shares:

"Our wide range of large double twist machines (up to 630mm² & reel diameter up to 2600mm) is offering significant advantages such as tripling productivity, halving energy consumption, and reducing manual labor by two-thirds compared to traditional methods. These machines can produce several LV/MV cable sections with the same single input wire dimension, making them highly efficient and cost-effective"

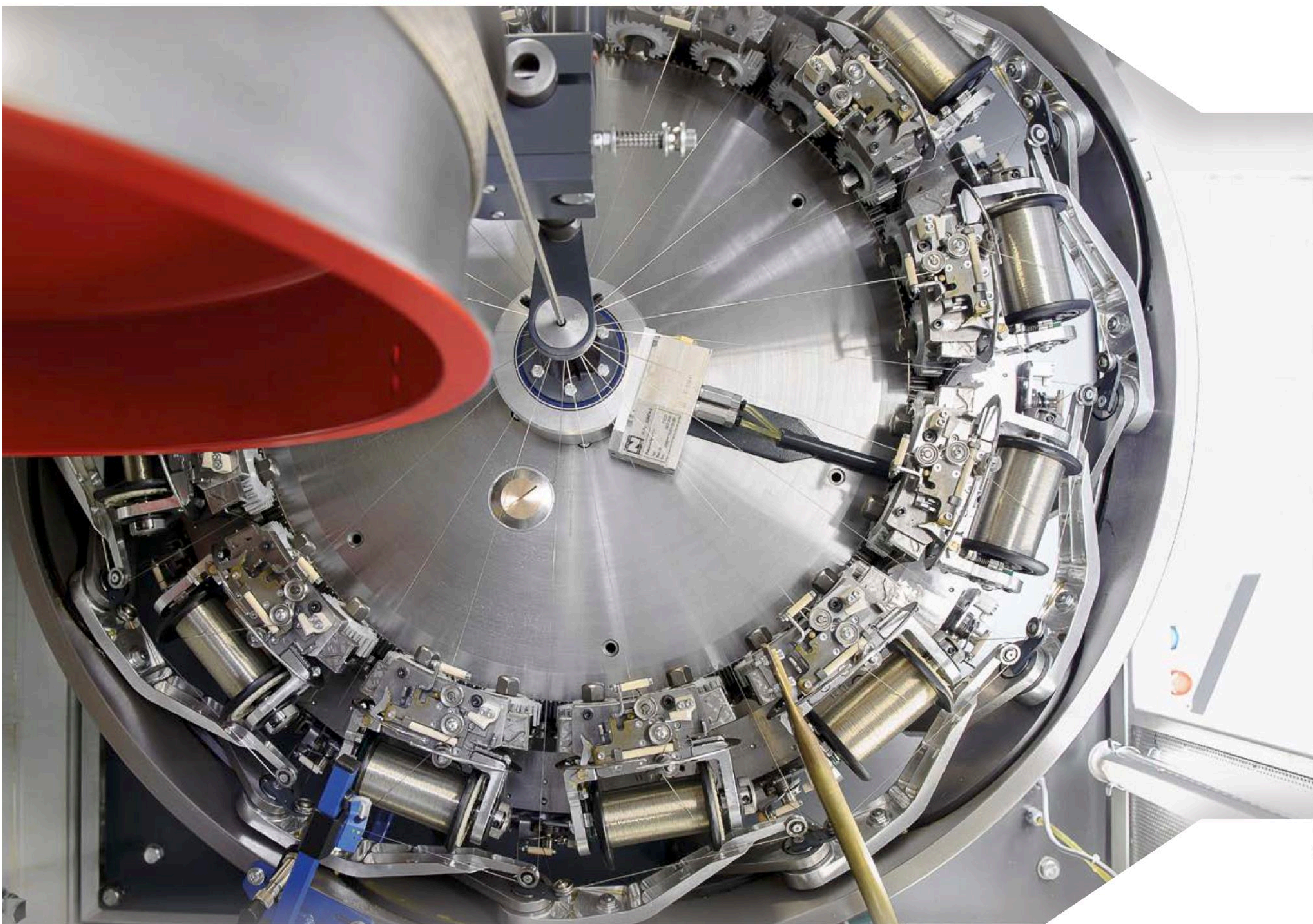
Moreover, with a complete range of heavy-duty stranders and drum twisters, cablers, concentric and armouring lines SETIC POURTIER has made impressive achievement in the field with all types of power cables: overhead, submarine, High Voltage and Extra-high Voltage.

Heavy-duty rigid stranding lines, such as the RFS, are designed for high-quality power cables, including extra high voltage (EHV) cables. These lines can strand up to 163 wires and are suitable for various conductor types, including Aluminium Conductor Steel Reinforced (ACSR) and All Aluminium Alloy Conductors (AAAC) and trapezoidal wires.

Stand G16

www.setic-pourtier.com





Innovative – Patented – Convincing

You manufacture cable screenings or braids from copper, aluminum, stainless steel or artificial yarns and fibers for diverse applications. High productivity, economical use of materials and faultless products are what you require from your equipment. Your braiders must run reliably, at top production speed and unattended for extended periods. Space requirements must be low and all braiding products you manufacture must be of perfect quality.

What we offer: the latest model of our BMV rotary lever arm braiding machine series. The BMV 16 type including three patented innovations – for your success.

How you benefit: You will increase your braiding output by 10% and, simultaneously, reduce your braiding material consumption by 15% or even more. With the help of the integrated NIEHOFF WTC system you control your braiding process and document the uniform braiding wire tension.

What will convince you: the ideas behind the details. Let's talk about them.

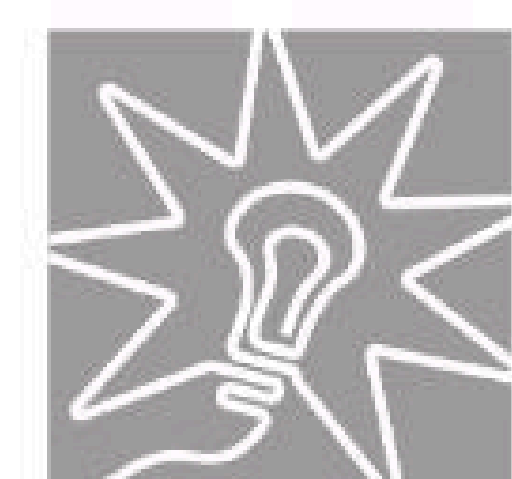
Expertise, Customer Driven, Service – in Good Hands with NIEHOFF

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on Site**



United For Impact

Thailand's Top Cable Manufacturers Form ATCM to Elevate Industry Standards

In a landmark development for Thailand's industrial landscape, five of the nation's most prominent electric wire and cable producers have officially launched the Trade Association of Thai Cable Manufacturers (ATCM). This new alliance signals a powerful commitment to elevate product quality, protect the domestic market, and build a safer, smarter electrical infrastructure for Thailand and beyond.

Most recently, the association held its 2025 Annual General Meeting to elect its first president. The members unanimously appointed Mr. Pongsapak Nakornsri, Chief Commercial Officer of Bangkok Cable, with the role as ATCM's inaugural President for the 2025-2027 term, to lead the association in driving its key missions forward.

Mr. Pongsapak Nakornsri, President of the Trade Association of Thai Cable Manufacturers (ATCM), stated that the association was founded with five core missions including (1) elevating industry standards to ensure the highest levels of quality, safety, and regulatory compliance (2) supporting responsible manufacturing processes while promoting accurate and accessible

knowledge for end users (3) collaborating with both domestic and international organisations in developing cable standards, installation guidelines, and best practices (4) driving innovation and global competitiveness through research, knowledge-sharing, and cross-industry collaboration; and (5) representing Thailand's cable manufacturing industry in communications with government agencies, regulators, and international partners.

A Collective Step Toward Industry Excellence

The founding members Bangkok Cable, Charoong Thai Wire and Cable (CTW), Phelps Dodge Thailand, Thai-Yazaki Electric Wire, and Prysmian Group Thailand have long been cornerstones of the Thai cable manufacturing ecosystem. By joining forces under ATCM, these companies aim to amplify their impact through strategic collaboration and shared responsibility.

ATCM's mission is bold: to raise industry standards, ensure regulatory compliance, and act as a unified voice in dialogues with government bodies, regulators, and international partners. Through research, innovation, and cross-industry collaboration, the association



seeks to solidify Thailand's reputation as a regional leader in cable manufacturing.

"Cables may be invisible to the public eye, but they are the backbone of modern life," Mr. Nakornsri noted. "From powering homes to electrifying critical infrastructure, the role of high-quality cables cannot be overstated."

Building a Safer and Smarter Future

ATCM's long-term vision is to build a safer, more sustainable Thailand; one where infrastructure is powered by cables that meet the highest standards of safety, quality, and performance. Through the collective expertise of its member companies, the association aims to develop next-generation product innovations that align with global energy and smart grid trends.

"As Thailand pushes forward with infrastructure development and energy modernisation, ATCM is here to ensure our industry evolves with it; securely, sustainably, and intelligently," said Mr. Nakornsri.

Turkey's Rising Costs: What It Means for Wire & Cable

Turkey has long been a key supplier to Europe's wire and cable industry, thanks to its strong export base and close geographic ties. But recent economic pressures, led by soaring inflation, are reshaping the business environment and forcing manufacturers to adapt quickly.

Inflation has been Turkey's most pressing challenge. Prices climbed sharply through 2023 and into 2024, peaking at around 75% year-on-year before easing back into the 30-40% range in early 2025. This volatility has hit every corner of the economy. For manufacturers, it means raw material, energy, and labour costs are all rising rapidly, often with little warning. It also makes long-term planning difficult, as exchange rates and domestic input costs move faster than contracts can be agreed.

At the start of 2025, Turkey introduced a sharp increase in its statutory minimum wage, lifting the net monthly floor to around TRY 22,000. This step was designed to protect households from the impact of inflation, but it has also pushed employers' wage bills higher. Combined with April's rise in industrial energy tariffs, Turkish cable producers face a significantly more expensive cost base than just a year ago.

For the wire and cable industry, the pressure is most visible in downstream operations such as multi-stage drawing, extrusion, and packaging - areas where labour and energy costs weigh heavily. Although raw materials like copper and polymers remain the dominant cost drivers, the unpredictability of inflation has added a layer of complexity that makes quoting and long-term pricing more difficult.

Yet despite these challenges, Turkey remains one of Europe's most competitive and reliable supply bases. Its geographic proximity to EU markets reduces transport costs and lead times, while its skilled workforce and established export networks continue to give it a strong edge

over more distant competitors. Many Turkish manufacturers are also investing in automation and efficiency improvements to soften the blow of higher costs, ensuring they remain resilient in the face of inflationary pressures.

For European buyers, the practical effect is more frequent price adjustments, shorter validity periods, and greater emphasis on indexation for metals and energy. For Turkish producers, the focus is on communicating transparently with customers and highlighting their flexibility, speed, and quality in a volatile environment.

The IWMA view: As an association, we will continue to monitor Turkey's inflationary environment and keep members informed of developments. While rising costs and unpredictable pricing remain challenges, our Turkish members continue to demonstrate resilience and adaptability. Their role in supplying Europe with high-quality cable remains vital, and IWMA is committed to supporting them as they navigate these shifting conditions.

Motivating the Workforce: Building Longevity in the Wire & Cable Industry

The wire and cable industry is at a crossroads. While demand for products continues to grow, our sector faces a pressing challenge: the workforce of today does not look like the workforce of yesterday. For decades, many companies have relied on long-serving employees who built their skills and careers over a lifetime. Now, with a significant proportion of the workforce nearing retirement, the need to attract, motivate, and retain younger generations has never been more urgent.

Understanding the generational shift

Across Europe, 75 percent of manufacturers say they are concerned about an ageing workforce. In the United States, one-quarter of manufacturing workers are already over 55, with the average employee now 44.3 years old compared to 42 across all industries. Just 8 percent of the sector's workers are under 25. These figures underscore the scale of the generational gap—and the urgency with which companies must prepare.

Millennials and Gen Z bring new energy and ideas, but they also have different expectations from their employers. Where previous generations may have valued stability and longevity above all else, younger employees are motivated by purpose, development opportunities, and workplace culture. They want to see how their work contributes to bigger goals, whether that is advancing sustainable

technologies, supporting the energy transition, or improving everyday life through connectivity.

Motivation in practice

So how can our industry adapt? First, we need to rethink how we communicate what we do. Our industry is far more than simply producing wire and cable. It is about powering electric vehicles, enabling renewable energy, connecting people across continents, and helping to build smarter, greener infrastructure. Telling this story helps younger employees connect their daily work with something meaningful.

Second, training and career development are essential. In fact, 88 percent of younger workers say professional development and growth opportunities are critical to whether they stay in a role. Yet a recent survey also revealed that 74 percent of Millennials and Gen Z would leave a company if they lacked opportunities for skill development. Offering structured programmes, mentoring from experienced colleagues, and opportunities to attend industry events and technical workshops can make a real difference in retaining talent.

Third, workplace culture matters. Millennials and Gen Z care as much about relationships with colleagues (43 percent), meaningful work (41 percent), and flexibility (38 percent) as they do about pay. Flexible working arrangements, digital tools, and a focus on wellbeing are now expectations rather than perks. A culture of inclusion, recognition, and feedback will engage younger workers in ways that traditional hierarchical management often cannot.

Generations at Work: Who's Who in Today's Workforce

- **Baby Boomers (1946–1964):** The “career lifers.” Loyal, hardworking, and the keepers of deep technical knowledge. They value stability and face-to-face conversations (and might remind you that email is still no match for a phone call).

- **Generation X (1965–1980):** Independent and pragmatic. Often the “quiet achievers” who bridge traditional and modern workplace styles. Known for a “get it done” attitude, although they may roll their eyes at too many meetings.

- **Millennials (1981–1996):** Tech-savvy and team-oriented. They want purpose, growth, and regular feedback. Often accused of killing everything from paper memos to the office lunch hour, but they have also brought collaboration and innovation to the forefront.

- **Gen Z (1997–2012):** Digital natives. Creative, entrepreneurial, and adaptable. They expect flexibility, inclusivity, and clear progression. Fluent in memes, TikTok, and multitasking. Do not be surprised if they solve a technical problem while live-streaming lunch.

- **Generation Alpha (2013–2025):** Still in school, but growing up with AI, climate awareness, and global connectivity. Likely to be the most tech-immersed generation yet. Our future engineers may well learn wiring diagrams before their times tables.

Looking ahead

The truth is clear. Without significant action, the wire and cable industry risks a widening skills gap. Gen Z's share of the manufacturing workforce has already slipped from 8 percent in 2019 to 7 percent today, despite millions more entering adulthood. But with the right approach, we can turn this challenge into an opportunity. By making our industry's purpose clear, investing in development, modernising workplace culture, and valuing intergenerational collaboration, we can attract and retain the talent needed to secure the industry's future.

Longevity in our sector will no longer come from loyalty alone. It will come from creating workplaces where all generations feel motivated, valued, and inspired to grow.



Wire and Cable in Flux: Trade Shifts, Steel Realignments, and the High-Tech Surge of Summer 2025

Article written by **Daniela Di Maggio**,
Chief Editor, expometals.net, accurate as of 30 July

With new trade pressures and industrial shifts affecting steel, metals, and their downstream applications, here are the key developments shaping the wire and cable industry as of summer 2025.

Trade tensions and European responses

U.S. President Donald Trump has doubled steel and aluminum tariffs from 25% to 50%, effective June 4, 2025, largely targeting imports from Brazil, Mexico, Canada, and the EU - with the UK remaining exempt at 25%. The European Commission struck a provisional deal with the U.S. to limit damages, but the impact on EU steel remains severe. As long as 50% tariffs are in place, European producers face major uncertainty, warns EUROFER. President von der Leyen hinted at a potential return to a tariff-rate quota system and joint U.S. - EU action against global overcapacity, but details remain unclear. Since the introduction of Section 232 in 2018, EU steel exports to the U.S. have dropped by almost 1 million tonnes. The latest hikes could eliminate the remainder entirely, with spillover effects on machinery and automotive sectors. A promised "highly effective" EU steel trade measure is due by September 2025.

Italy's steel landscape evolves

On July 10, 2025, Metinvest, Danieli, and Italian institutions signed a €2.5 billion program agreement to redevelop the Piombino steel hub in Tuscany. The JV will establish a green steel rolling mill powered by electric arc furnaces and sourced from recycled input. The plant is expected to reach 2.7 million tonnes of annual capacity and marks a significant Italian Ukrainian industrial cooperation milestone. Meanwhile, in Taranto, Italy's only fully integrated steel plant remains at the center of national debate. Acciaierie d'Italia is pursuing a possible transition to low-emission steelmaking, known as "Opzione A", that envisions three electric arc furnaces, four DRI plants, and four carbon capture units, but this configuration would require over 5 billion cubic meters of gas per year - more than twice the capacity currently available. A floating regasification terminal has been proposed to fill this gap, but its deployment depends on industrial choices still under discussion. Further south, the Giammoro

site in Sicily is undergoing a major industrial transformation. Duferco is investing €95 million to turn the former steel pole into a multi-purpose terminal and green energy hub.

Trump greenlights Nippon-U.S. steel deal, with golden share protections

In June 2025, Nippon Steel finalized its \$14.9 billion acquisition of U.S. Steel, making the iconic American company a wholly owned subsidiary while retaining its name and Pittsburgh headquarters. The deal was approved by President Trump under a national security agreement that includes a U.S. "golden share," granting veto power over major strategic decisions such as asset sales, plant closures, or relocation abroad. Nippon Steel committed to investing \$11 billion in U.S. operations by 2028, reinforcing its domestic footprint. Trump's initial opposition gave way to conditional support, reflecting a pragmatic balance between security concerns and economic gains.

Latin American steel under pressure from surging imports

Latin America's steel industry is facing mounting difficulties due to falling domestic production and an influx of foreign steel and steel-containing products. "Crude steel output in the region has been declining steadily, while countries like China have drastically increased their exports of steel and manufactured goods containing steel - such as vehicles and machinery - into our markets over the past decade," said Ezequiel Tavernelli, Executive Director of Alacero. Faced with this challenge, Tavernelli emphasized the need for urgent and coordinated policy: "Protecting our industry is not protectionism: it means defending our productive future and the wellbeing of millions of families." Brazil illustrates the trend: crude steel output dipped 0.5% in June 2025, while imports soared 39.2%, exposing a growing trade imbalance.

China's overcapacity and its global fallout

Surplus production from China continues to reshape markets: with overcapacity projected to hit 721 Mt by 2027 - according to Alacero - Chinese steel exports remain a destabilising force. Beijing has begun regulatory steps to curb price undercutting and unproductive competition, but analysts warn meaningful relief may take 1-2 years.



Key themes to watch in the cable industry:

- **Cable demand—AI push drives growth:**
AI workloads and hyperscale data centers are boosting copper cable demand. According to CRU, data centers will account for approximately 1% of global insulated metallic cable demand in 2025, but this share is significantly higher in North America, where it has reached 4% and is forecast to rise to 7% by 2030.
- **Smart and intelligent cable technologies:**
Smart cables with embedded sensors are gaining ground in industrial automation and energy management. Smart submarine cables with geophysical sensors are also being deployed for seismic and ocean monitoring, supporting early warning systems.
- **EV charging cable market explosion:**
Valued at USD 1.74 billion in 2025, the EV charging cable segment is expected to grow 16.6% annually over the next decade, according to Polaris Market Research. Demand is driven by infrastructure expansion, IoT-enabled functionality, fast-charging needs, and emerging V2G (vehicle-to-grid) bidirectional systems. Asia Pacific dominates growth, while Europe and South America continue to ramp up adoption.

www.expometals.net

50% tariffs on downstream copper imports to boost US cable market

Article written by **Aisling Hubert**, Senior Analyst, Wire & Cable, CRU

In an unexpected turn of events, on 30 July 2025, the Trump administration ruled that the previously announced 50% copper tariffs resulting from the Section 232 investigation would apply not to refined copper cathode, but to semi-finished copper products including copper wire and cable and copper rod.

This development is significant as the US currently imports one quarter of its insulated wire and cable requirements each year. These import tariffs are intended to “level the playing field for U.S. copper businesses to support a strong domestic copper industry” by making domestic players the more cost-effective choice. CRU forecasts that the increased costs of importing finished goods from overseas will significantly stoke higher demand for domestically produced wire and cable products and wirerod, though the question is now whether the US cable market has the domestic manufacturing capacity to satisfy demand in the short-term.

Cable imports account for one quarter of US cable demand which will be difficult to replace in the short-term

In the last few years, trade has moved to the forefront of strategic discussions in the cable industry. Trade flows have evolved over the past few years as key economic forces have had profound impacts such as India’s rapid emergence as a key low-cost exporter, China’s increasing reliance on exports to counterbalance weakness in its domestic markets and increasing global participation by cable manufacturers from Northeast Asia.

In 2024, 23% of US insulated wire and cable demand was met by imports, roughly 465 kt conductors. These imports were comprised of an array of product types with low voltage cables accounting for roughly half of the imports.

The source of imports to the US has evolved over the past few years. Mexico has always remained the key trading partner for US wire and cable, though this is skewed heavily by the trade of vehicle harnesses for the automotive manufacturing industry. A key observable trend has been the phasing out of imports from China which accounted for 21% of imports in 2015 to only 12% of imported insulated cables in 2024. This trend is likely to continue at a gathering pace as punitive tariffs on Chinese goods dissuades imports.

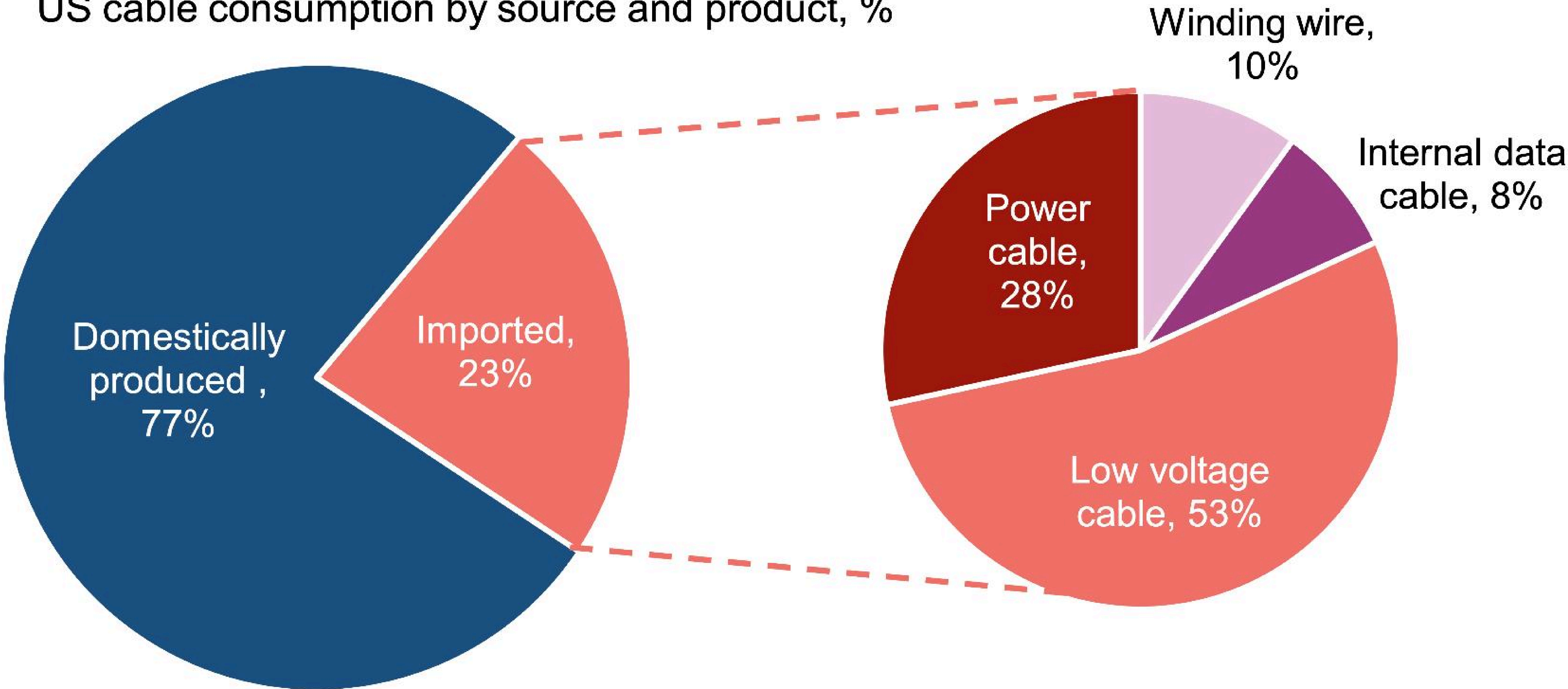
Significantly, many other countries have been gaining market share, South Korea and India have been some of the main winners, with cable imports from South Korea growing from roughly 19 kt cables in 2015 to 77 kt in 2024. India has also grown from less than 2 kt cables imported in 2015 to 41 kt imported in 2024.

Only copper content of cables to be tariffed, though implementation remains unclear

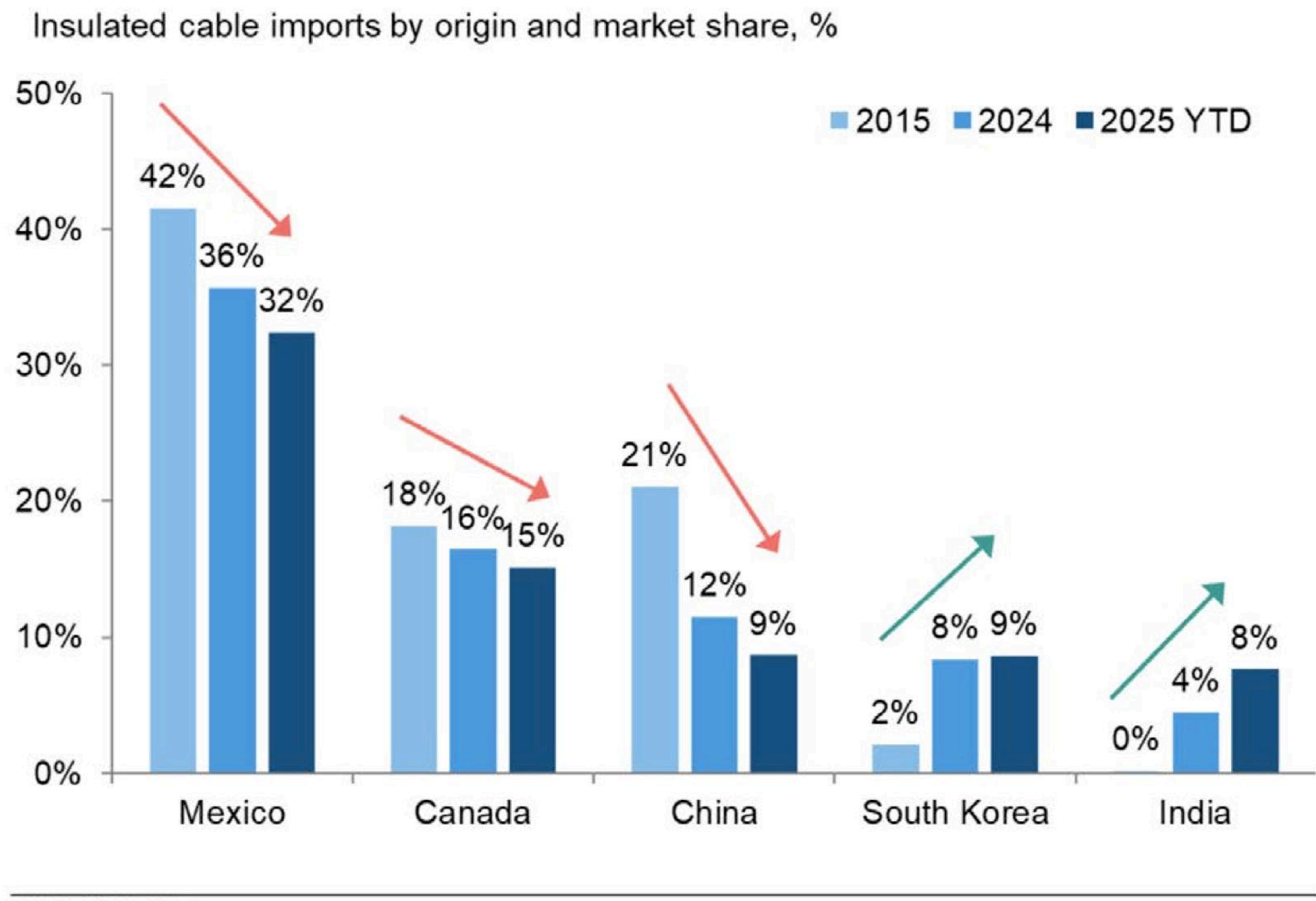
Typically, tariffs will fall in line with HS code classification of products. According to the White House, “The copper 232 tariffs apply to the copper content of a product; non-copper content of a product remains subject to reciprocal tariffs or other applicable duties”. This initiates a difficult question for players involved in the trade of copper cables, namely, calculating the copper content of each of their cable products. From a cost perspective, this also leads to the assumption that differing cable products will be exposed to differing relative tariffs since their copper conductor can be a greater or smaller proportion of the overall cable. It is also unclear whether the tariff will be calculated based on the copper conductor weight or value.

Just under one quarter of US cable demand is fulfilled by imports last year

US cable consumption by source and product, %



Northeast Asia and India have gained import market share in recent years



US cable manufacturers likely to invest in new manufacturing capacity to replace imports in supply chains

Whether domestic cable makers can meet the additional demand hinges on both current utilisation rates and production flexibility. Some US manufacturers may have headroom on existing lines to scale up production, particularly for standardised products like low-voltage energy cables, which have seen a demand slump in recent years as residential building output has fallen to a five-year low. However, low voltage cables also account for more than 50% of US cable imports, much of which come from Asia. If these are subjected to a 50% tariff, there is a risk that local substitutes may not be immediately available, especially as major cable distributors rely significantly on imported low voltage and medium voltage (1-10kV) products.

That said, low-voltage capacity is relatively quick to add, typically within 1-2 years, so some supply response is likely within a short timeframe. For more specialised products such as submarine cables, high-voltage DC lines, or complex copper data cables, capacity is more limited and is concentrated in a small number of facilities operating near full capacity. There have already been significant investments made

in this space such as LS Cable’s new submarine cable plant which will be located in Virginia and is expected to come online in 2027 Q3 and Encore Wire’s expansion of its medium-voltage cable production. These are the segments where tariff-induced manufacturing investment is most likely.

Not accounting enabling a USMCA exemption could reshape the North American wirerod supply chain

Under the new tariffs, copper wirerod, the precursor to insulated metallic wire and cable manufacturing, will also be tarified at 50%. The US is currently a net exporter of copper wirerod with many cable makers offering fully integrated services, producing wirerod as well as cables. There are also a healthy number of stand-alone copper semi fabricators who produce wirerod.

Traditionally, there has been high levels of integration of Canadian and Mexican wirerod producers who supply to the US market. While the US sources most of its wirerod domestically, imports from Canada and Mexico still account for around 17% of US wirerod consumption. Currently, it is unclear whether USMCA exemptions will apply to this trade.

Under previous Section 232 rulings such as in steel and aluminium, Canada and Mexico were granted exemptions based on their USMCA status. If USMCA goods are exempt from the copper Section 232 tariffs, Canadian and Mexican wirerod could become more competitive, reinforcing the current North American integration. If no exemption is granted then this would significantly impact current procurement patterns, increasing the competition for US cable producers.

Even before the announced 50% tariffs, there were a number of wirerod manufacturing capacity expansions underway including IMC’s new SCR 4500 (Southwire) rod line. This line could produce up to 250,000 tonnes of copper wirerod annually, roughly 15% of total US demand and is expected to come online later this year. Additionally, there have been several investments into smaller upcast lines which manufacture oxygen-free rod. These smaller lines are likely to be the type of project which can come online quickly to meet new tariff-induced demand. Sources suggest that most existing US wirerod producers are operating at close to maximum capacity and the tariffs are likely to motivate further investment.

CRU Wire & Cable Summit: Grid demand, green goals and game-changing tech

Article written by **Natalie Noor-Drugan**, Principal Analyst,
Wire & Cable, CRU



Zdeněk Hruška, Director of System Development at European Network of Transmission System

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

Key takeaways

- Superconducting cables could deliver 10x capacity with far less infrastructure.
- Electrification, data centres, and floating wind are reshaping cable demand.
- Sustainability expectations are rising sharply, with emphasis on verified low-carbon and circular materials.
- Labour shortages and delivery complexity

are pushing the industry towards new project execution models.

- Long-term planning, procurement reform and policy support are urgently needed to unlock long-term investment

CRU's 2025 Wire & Cable Connections Summit gathered 156 delegates from 89 companies across 24 countries in the historic city of Prague, Czech Republic. Proceedings began 24 June with a site visit to Maschinenfabrik NIEHOFF's 30,000 m² facility in Nymburk, followed by a river cruise on the Vltava, also hosted by NIEHOFF that offered a relaxed setting for networking ahead of two days of discussion.

At a turning point

The conference opened with a clear message: the wire and cable sector is facing an inflection point. Infrastructure investment, energy transition targets and growing digital demand are stretching existing systems. But constraints—from raw material supply to labour shortages—threaten to delay delivery.

CRU's Head of Wire and Cable, Chenfei Wang, opened the conference by outlining the macro shifts impacting the industry: investment in high

voltage (HV) and extra high voltage (EHV) cable production, changing trade flows in subsea cable, and regional disparities in capacity. His remarks set the tone for a packed agenda focused on electrification, sustainability, and supply chain readiness.

The keynote from Zdeněk Hruška, Director of System Development at European Network of Transmission System Operators for Electricity (ENTSO-E), reinforced the urgency of grid expansion to meet Europe's climate and energy security goals. Hruška said Europe needs to double its cross-border grid capacity by 2040. He called on cable manufacturers to ramp up HVDC and AC production, push for cable standardisation, and align on qualification testing to support grid resilience.

CRU's global outlook

Aisling Hubert, Senior Analyst at CRU, revealed that growth in solar PV, electric vehicles, and HV subsea cables is set to deliver 18-25% CAGR through 2030, with submarine HV cable demand overtaking insulated HV land cable by 2029. However, China's dominance, with over half of global HV subsea and land cable capacity, is deepening regional imbalances.

Without urgent investment, Europe faces a cable shortage before 2030.

Simon Price, Director of Energy Transition at CRU, added that global generating capacity is expected to quadruple by 2050, but transmission is a bottleneck due to transformer shortages and permitting delays. Battery Energy Storage Systems (BESS) could help, especially in solar-rich regions. Glen Kurokawa, Principal Analyst at CRU, noted that power demand will grow 35–40% by 2035, with Europe needing 25% more transmission lines and 12% more distribution infrastructure within that period.

Superconductors steal the show

From this context came two of the most talked-about sessions presented by Yann Duclot, Chief Marketing Officer at France's Nexans, and Christian Kjaer, CEO of Ireland's SuperNode. Their message was bold: superconductors are no longer lab concepts.

Duclot introduced high-temperature superconducting (HTS) cable systems, delivering 10x power using just 10% of the space. These systems - already in pilot use in urban rail networks, data centres, and power grids across Europe and the US - promise zero losses, no electromagnetic fields, and reduced civil works.

Kjaer took this further, with superconducting cables that can deliver up to 12 GW per corridor and cut grid costs by up to 75%, reusing tunnels and ducts to avoid urban disruption. These technologies sparked enthusiastic discussion among delegates as this was not just future-gazing - it was a call to rethink cable infrastructure from the ground up, and it clearly struck a chord.

Data centres and floating wind

The sectors that procure cable are also evolving, particularly floating offshore wind and data centres, with the former moving from pilot stage to commercialisation.

Joe Cole, Head of Engineering at JDR Cable Systems, highlighted the global momentum behind floating offshore wind, with the UK, France and Norway leading early deployments. As turbines are mounted on floating platforms, dynamic cables are essential to withstand the constant motion of waves and currents.

At the same time, offshore wind turbines are scaling rapidly, with next-generation models exceeding 18 MW. These larger installations will require 132 kV static and dynamic cables - a step up from the current 66 kV systems. Cole explained that JDR has successfully completed two new type test qualifications at 132kV for static and dynamic array cables, supporting the next generation of fixed and floating offshore wind projects.

Meanwhile, data centres are rapidly emerging as a key growth area. In 2024, they made up 3% of US construction spending. However, John Booth, Technical Director at the National Data Centre Academy (NDCA), warned that ESG compliance is becoming non-negotiable, with cable systems in Tier 3 sites now estimated to be worth up to £500,000 per MW. Deborah Graham-Wilson, Head of Communications & ESG at UK based cable distributor, Eland Cables, confirmed that sustainability questions dominate cable procurement. Clients want full carbon transparency, from EPDs and LCAs to supply chain audits, recycled content and even delivery emissions. She explained that expectations are rising faster than budgets, and suppliers are now expected to back claims with verifiable data.

Raising the bar on cable raw materials

The topic of sustainability was explored in depth across multiple sessions for cable raw materials. Paul Gustavsson, CEO of Sweden's Elcwire Group, outlined how the company is in the process of replacing natural gas with bio-syngas to melt copper, enabling fossil-free, net-negative CO₂ production. He said that by 2025, 10% of

supply will be low-carbon or recycled, with full mine-to-rod traceability.

Dr Cornel Abratis, Head of R&D Wire Rod at Germany's Aurubis, reported a 40% cut in cathode CO₂ emissions since 2013, with 43% recycled content in their copper cathodes and growing US/EU recycling capacity. Their new LimOx and FOXROD OS rod grades target EV motor windings, where purity, conductivity and sustainability credentials are key.

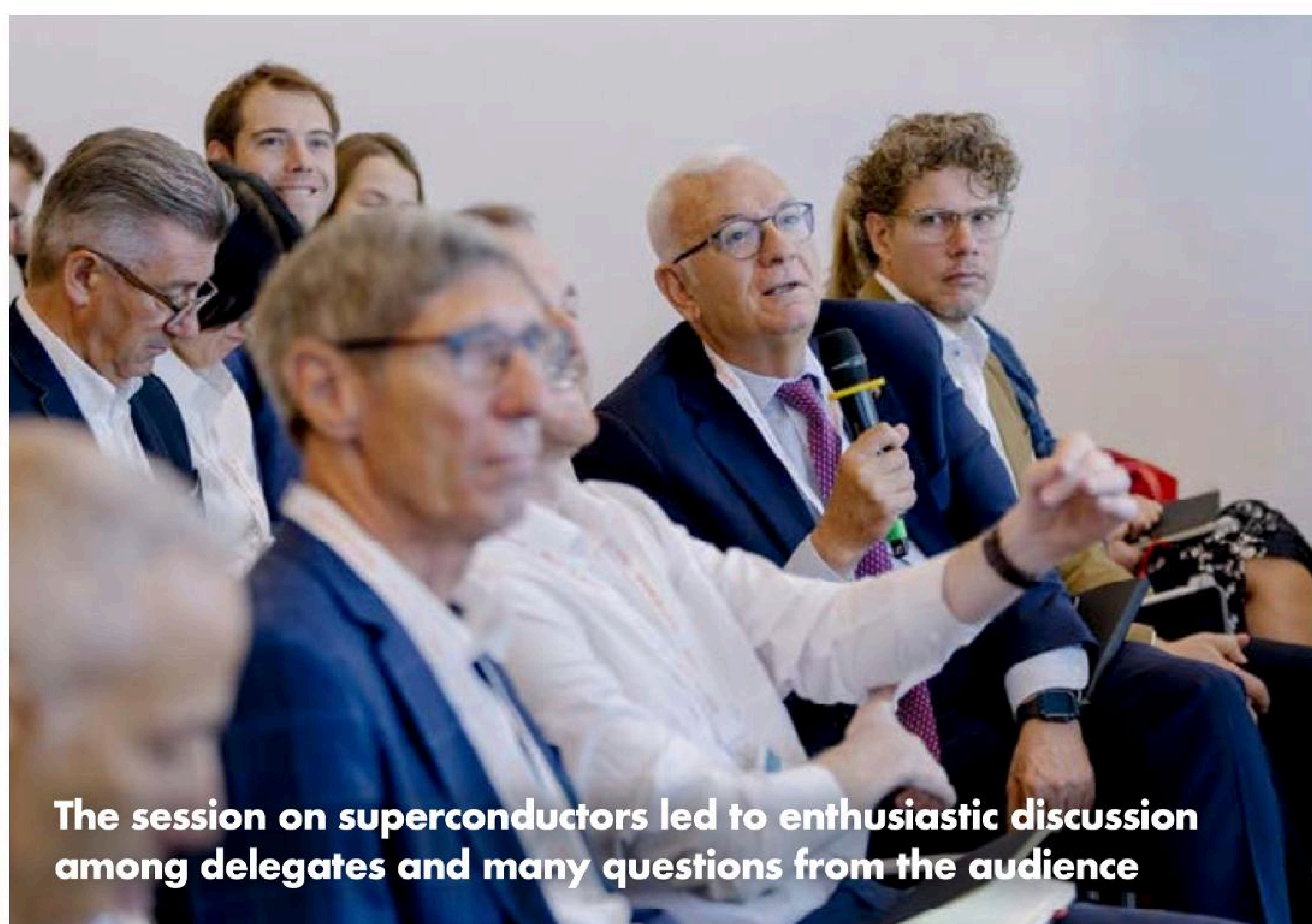
Meanwhile, Carlo Scarlata, Managing Director of South Korea's Hanwha Advanced Materials, introduced a breakthrough supercritical de-crosslinking process for cross linked polyethylene (XLPE), paired with 50% post-consumer recycled polyethylene (PCR PE) outer jackets, moving towards a closed-loop cable model with Scope 3 emissions reductions.

Framing the industry's next chapter

While not the final speaker, Alberto Lampasona, Director of Public Affairs at Europacable, offered a fitting summary of many of the conference's key themes. Representing Europe's cable manufacturers, he positioned cables as a strategic net-zero technology, urging policymakers to integrate sustainability criteria into at least 30% of public procurement scoring. He also proposed including cables under the EU's Carbon Border Adjustment Mechanism (CBAM) to support domestic capacity expansion.

Final word

With electrification and digitalisation accelerating, a clear message emerged throughout the event: the European wire and cable industry must scale up production and step up on innovation and sustainability. It was evident from the presentations that the companies leading in these areas are the ones best positioned to shape the future of global infrastructure.



The session on superconductors led to enthusiastic discussion among delegates and many questions from the audience



Yann Duclot, Chief Marketing Officer at France's Nexans demonstrating the benefits of Superconductors

30 Years

Supplying the Wire, Rope, Cable
& Tube Industry....
Worldwide.

Bar Products & Services Limited: Celebrating Three Decades of Excellence: Drawing Dies, Machinery, Rollers and Tooling

As we celebrate 30 years as a Limited Company, we reflect with pride and gratitude on a journey defined by innovation, growth, and a steadfast commitment to our customers.

Founded in 1992 by Steven Rika to serve the Wire, Rope, Cable and Tube Industry, Bar Products and Services became a Limited Company in 1995. From day one, our mission has been to deliver exceptional products and services with a customer-first mindset and a passion for excellence.

What began as a small startup has grown into an industry leader. Over the years,

our commitment to quality, innovation, and service has driven four major expansions. Key milestones include the launch of our first diamond polishing pastes, in-house Drawing Die Manufacture, and the global success of our Wire Strand Compaction machines, which have transformed the Wire Rope market.

Our people are the heart of our success. With many employees having served over 25 years, we're proud of the family-business culture that continues to guide us. Their dedication has powered every step of our journey.

Equally important is our unwavering focus on customers. We've built lasting

relationships across the globe, based on trust, collaboration, and delivering value through tailored solutions.

As we mark this milestone, we look ahead with excitement. The future holds new challenges and opportunities, and we remain committed to our core values of innovation, excellence, and customer satisfaction.

Thank you to our incredible team, partners, and customers for being part of our journey. Here's to the next 30 years of growth and continued success.

www.barproductsandservices.com

A New Brand for a New Era at Setic & Pourtier

Born from the merger of Setic and Pourtier over twenty years ago, the Group is now adopting a new unified brand, reaffirming its position as a key player in the wire and cable industry for energy and data transmission.

This new brand reflects the strategic direction the Group has taken in recent years and highlights the ongoing strengthening of synergies across its areas of expertise, operations, and commercial practices. These synergies enable Setic & Pourtier to respond

more effectively to the evolving needs of its clients in rapidly transforming markets.

The new, more unified and powerful brand is expressed through a shared identity. Setic & Pourtier now operates under a single visual identity and logo. The service brands, C2S and Bow Technology, have also been redesigned to align coherently with the parent brand.

To mark this important milestone, the Group is also introducing a new tagline: 'Wire and cable solutions powering a changing world.'

This new vision from Setic & Pourtier emphasises the central role of wires and

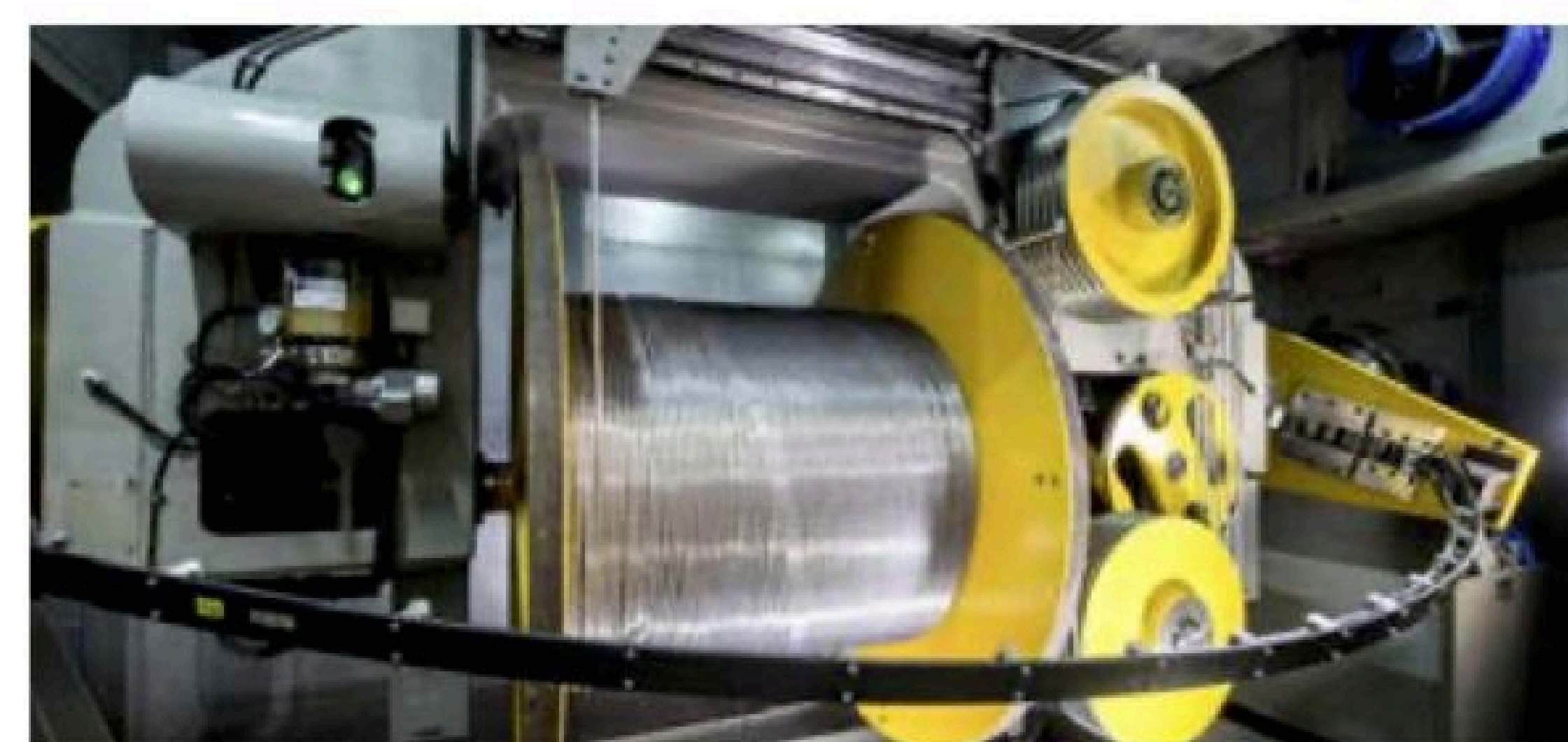
cables in the world's transformations - whether industrial, economic, energy-related, or digital. It also reflects the Group's commitment to reaffirming its role as a vital link in the value chain, helping its clients meet the greatest technological challenges of our time, anywhere in the world.

Finally, the launch of the new Setic & Pourtier brand is accompanied by a new website and a brand film, unveiled for the first time at the Interwire 2025 International Trade Fair in Atlanta.

www.setic-pourtier.com

AT THE HEART OF THE WORLD'S CONNECTIONS

AUTOMOTIVE / DATA / LAN / HYBRID / ROBOT / SPECIAL / IIOT / OVERHEAD / SUBMARINE / MILLIKEN / POWER



At SETIC & POURTIER, we design the machines that manufacture the essential cables connecting what truly matters.

Thanks to our technologies, our customers produce wires and cables that are more efficient, smarter, and more resilient. Whether it's transmitting the energy that powers our lives, the data that brings us closer together, or the information that drives the world forward, we help our customers tackle today's industrial and technological challenges and build the solutions of tomorrow.

setic-pourtier.com



**SETIC &
POURTIER**
WIRE & CABLE SOLUTIONS

Introducing... The Worshipful Company of Tin Plate Workers alias Wire Workers



Have you ever heard of Livery Companies? Dating back centuries, they are steeped in history. Traditionally, they regulated specific trades in and around the City of London. If you traded in salt, then you had to be a member of the Salters' Company. If you sold fish, you would be regulated by the Fishmongers' Company, and so on.

Why "Livery"? Because during their formal meetings, the members originally wore a livery - in other words, a fancy uniform.

In 1670 came the 'Tin Plate Workers alias (meaning "and") Wire Workers' Company, granted its royal charter by King Charles II. Other Livery Companies from this period included the Wheelwrights (making wheels for carriages) and the Pattenmakers (for footwear).

As time went by, the Livery Companies lost control over their trades, and they evolved into social membership organisations with a strong focus on fellowship and charitable giving. Today, there are 113 Livery Companies. Two of these are less than a year old: the Worshipful Company of Entrepreneurs and the Worshipful Company of Communicators, both founded in 2025.

So, the Livery Companies continue to thrive in the 21st century. There are about 30,000 members, drawn from across the country.



The Tin Plate Workers alias Wire Workers have about 160 active members. They hold five formal black-tie events in the City of London each year, where members and their guests are given unique access to some of the oldest and grandest of the 40 Livery Halls in the City. A range of informal events are also laid on. Recent highlights included a tour of the aircraft carrier HMS Prince of Wales while berthed in Liverpool, and a visit to the Tata Steelworks in South Wales.

There's a strong emphasis on "giving something back". The Charity Fund of the Tin Plate Workers alias Wire Workers makes grants each year in the region of £80,000, with a particular focus on education. It runs the Metals Apprentice of the Year Competition, supports an annual exchange programme in the USA with the Wire Association International, and funds a wide range of bursaries and awards at several

universities for students working in metals. Members of the Company enjoy the chance to get involved in judging panels, as well as making charitable donations for such worthy causes.

So, there you have it. Membership of a Livery Company like the Tin Plate Workers alias Wire Workers gives you some unique opportunities: access to some of the most historic dining venues in the City of London (great places to entertain family, friends, and business contacts), excellent networking opportunities, and the chance to "give something back".

For more information, please visit the website, or for membership enquiries, please email

Neil Lyon at

the.clerk@tinplateworkers.co.uk

www.tinplateworkers.co.uk

Fukase & Hakusan Launch Advanced Copper Rod Welding Machine with Automated Features

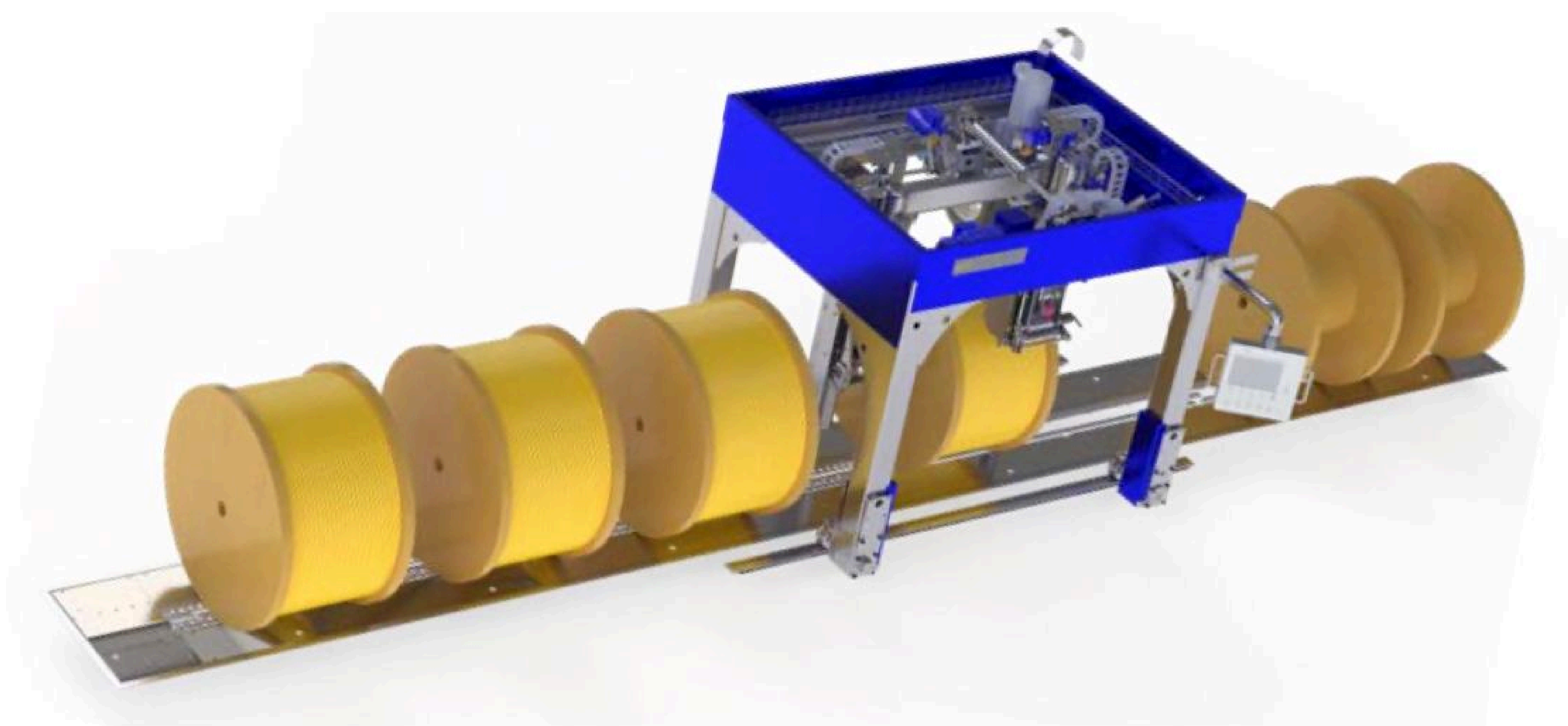
T. Fukase & Co. Ltd., in partnership with its parent company, Hakusan Co. Ltd., will introduce a new welding machine for copper rods. As manufacturers of wire rod welding machines, they are set to unveil their latest model, which utilises heat pressure welding methods. These methods, known for their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

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

www.fukase-eng.jp



Windak Launches New AutoLoader AL60 for Automated Reel Handling



Windak Group, a global leader in cable packaging automation, proudly announces the launch of its latest innovation – the AutoLoader AL60 automatic reel handling system. Designed specifically to address common challenges in cable manufacturing, the AL60 significantly improves production efficiency, operator safety, and reduces downtime associated with manual reel handling.

From managing heavy reels to frequent equipment adjustments, cable manufacturers face daily obstacles that can impact productivity and safety.

Manual loading and unloading of reels on rewinding systems often slows down production – especially when forklift operators or handling equipment are not readily available. Our solution simplifies this process: by allowing multiple empty reels to be preloaded, the system eases the workload for both the line operator and the forklift driver.

The AL60 directly addresses these concerns, enabling seamless in-line rewinding and hands-free heavy reel packaging. Its intelligent automation allows efficient handling of reels weighing up to several tonnes, easy reel size changes through a single recipe adjustment, and continuous production with minimal manual intervention.

Key benefits of the AutoLoader AL60 include:

- Fully automated loading and unloading of cable reels, including heavy-duty reels up to Ø1524 mm (60").
- Simple reel size changes via recipe adjustment – no manual reset required.
- Reduced manual labour, significantly lowering operator fatigue and safety risks.
- Increased production output by 30–50%, optimising overall operational efficiency.
- Patented dynamic swinging pintles for ergonomic working height and precise cable laying, ensuring high-quality results every time.
- Integrated semi-automatic stretch wrapping with predefined recipes for consistent and secure packaging.

With the launch of the AutoLoader AL60, Windak provides a robust, automated solution that enables cable manufacturers to enhance productivity, streamline operations, and create safer working environments.

www.windakgroup.com

Redefining Wire Drawing: How Nano Split Die Technology Is Transforming Manufacturing Efficiency



For decades, the wire and cable industry has accepted the limitations of traditional wire drawing dies - frequent replacements, high maintenance requirements, and inefficient material use. That may soon change, as Ajax & Turner - a longstanding name in die innovation - introduces a new technology that's beginning to reshape the conversation.

This innovation uses multi-layer Nano Crystalline Diamond (NCD) coatings,

applied via chemical vapour deposition, to create an exceptionally hard, smooth surface. The result is significantly reduced friction - improving material flow, reducing waste, and producing a cleaner wire finish.

Designed for broad usability, the VNT Nano Split Die handles wire sizes from 0.5mm to 100mm, suitable for stranding, bunching, and compacting. It supports faster speeds, consistent quality, and importantly, requires little to no maintenance, eliminating regular re-polishing or replacement.

The operational benefits are substantial. Compared with traditional Tungsten Carbide or PCD dies, it offers over ten times the service life and a 3–4% improvement in raw material use. In extended runs - up to

15,000 cable kilometres - this translates into reduced downtime, labour, and cost.

A Grade 304 stainless-steel casing further extends die life by preventing corrosion, reducing both environmental and economic waste from frequent replacements.

This development reflects a broader shift in manufacturing - toward durable, low-maintenance solutions that align with efficiency-driven production models. As manufacturers face pressure to optimise output and minimise waste, innovations like the VNT Nano Split Die may begin to set new industry benchmarks.

www.ajexturner.com

Supermac: Driving Growth Through Strategic Technology Partnerships

For over five decades, Supermac Industries (India) Ltd. has been a pioneer in India's wire and cable machinery sector. Renowned for engineering excellence, robust R&D, and a deep commitment to customer success, Supermac has consistently leveraged global technology collaborations to deliver world-class solutions to India and South Asia.

Building Success Through Partnerships

Supermac's growth has been powered by strategic alliances with leading machinery manufacturers, introducing advanced capabilities across the wire and cable manufacturing value chain:

- High-Speed Building Wire Lines – Partnership with Simpack, USA, for precision coiling machines.
- High Voltage Power Cables – Collaboration with Scholz, Germany,

delivering advanced Continuous Catenary Vulcanisation (CCV) lines; Supermac holds the record for the highest number of CCV installations in India.

- Solar Cable Manufacturing – Alliance with EB Tech, Korea, bringing Electron Beam (EB) crosslinking technology to meet stringent global standards.

These partnerships offer customers integrated, high-performance solutions, reducing import dependency while improving efficiency, speed and quality.

Mutual Value Creation

Each tie-up creates value for all stakeholders:

- For Supermac – an expanded portfolio, technological edge, and turnkey capability.
- For partners – direct access to India's growing market, backed by Supermac's

manufacturing and service network.

- For customers – global technology with local support, faster delivery, and optimised costs without compromising quality.

Expanding Capabilities

From building wire lines and HV cable extrusion to EB crosslinking, Supermac has become a one-stop technology partner. Its success is driven by in-house R&D, rigorous quality control, and a skilled engineering team, including industry experts and published authors in power cable technology.

By combining global innovation with local expertise, Supermac continues to power India's wire and cable industry towards a smarter, more efficient future.

www.supermacindia.com

AWI Expands into Additional Units Following £100,000 Technology Investment

An ongoing surge in demand for round, flat and profile wire has seen Alloy Wire International (AWI) take on an additional 8000 sq ft of space and spend nearly £100,000 on new technology.

The Brierley Hill-based company has refurbished two units that sit adjacent to its HQ on Narrowboat Way in the Black Country to give it the opportunity to reposition production cells for greater efficiency and to free up room for the installation of new machinery.

This includes housing a new piece of equipment that produces smoother, high-performance wire for use in tougher conditions, vital to meeting the requirements of major automotive, nuclear and aerospace clients.

Together, the investments will ensure AWI continues to offer three-week lead times for its 62-strong range of Exotic Alloys for over 6000 customers in fifteen different sectors.

Tom Mander, Managing Director of Alloy Wire International, commented:

"There are few companies in our sector who can continuously offer the turnaround times that we can - especially in this era of supply chain disruption."

"This is a massive USP for our business and allows us to win work from nearly 70 different countries, supplying critical material to clients operating in automotive, aerospace, defence, medical, nuclear and space."

He continued: *"In order to maintain our level of manufacturing and delivery performance, we have to continue to invest in our capacity. Acquiring and refurbishing the two recent units - totalling more than 8000 sq ft - is critical to achieving this."*

"At the same time, we have successfully spent more than £30,000 on laser-guided measuring equipment. Its sensors determine when the wire is out of tolerance, with automatic shutdown function when this happens. This means that it doesn't have to be manually monitored with a micrometre, saving us both time and resource."

Alloy Wire International manufactures round, flat and profile wire in 62 Exotic Alloys, such as Inconel, Monel, Hastelloy, Nimonic and Waspaloy.

Today, the firm continues to export its material across the world, with more than 60% of the firm's annual turnover going overseas. Its biggest international territory continues to be the US, followed by France and Germany thanks to the hard work and contacts of long-term agent Sopa Stahl.

As well as technology, AWI has also expanded its workforce to 33 people, strengthening its testing department with the appointment of a new Lab Technician.

Andy Tomlinson joined last month and is involved in internal trials, R&D support and testing most of the alloys before they leave to customers.

Tom concluded: *"Our quality and attention to detail is second to none and we wanted to support our testing team with the addition of a new specialist. Again, this will ensure we can deliver the fastest and most accurate testing, whilst keeping lead times as short as possible."*

www.alloywire.com



Mega Metal: An Industrial Vision Extending from Turkey to the United States



In today's globalised world, becoming a strong industrial player requires more than just production capacity – it demands strategic foresight and sustainable investments. As Turkey's leading manufacturer of fine and superfine oxygen-free (OF) copper wire, Mega Metal has taken a concrete step to demonstrate this vision by launching its first production facility in the United States.

Located in Fairfield County, South Carolina, the new facility represents Mega Metal's largest international investment to date, with a total value of \$34 million. Covering 8,500 square metres of indoor area, the facility will produce high-quality copper wire with

an annual capacity of 55 million pounds, serving key sectors such as automotive, electronics, renewable energy, defence, aerospace and medical. The first phase of production is set to go live in January 2026 with the second phase planned to reach full capacity by 2028.

Cüneyt Turgut, Chairman of the Board of Mega Metal, summarises the vision behind this investment with the following words:

"This step is not only about production; it also reflects our strategy of being close to our customers, ensuring fast delivery, providing on-site services and establishing direct contact with the market. It is a sign of our long-term confidence in the North American market and our commitment to sustainable growth."

The geographical location of the new facility is also noteworthy: its proximity to major cities like Charlotte and Columbia, as well as its access to the Port of Charleston, offers significant logistical advantages, enabling Mega Metal to deliver more agile and efficient service to its customers.

With over 700 employees, exports to more than 30 countries and a high-tech production infrastructure, Mega Metal is one of the global representatives of Turkish industry. This U.S. investment elevates the company's "local to global" strategy to the next level. The facility's design prioritises energy efficiency, environmental sustainability and advanced engineering solutions, ensuring full alignment with Mega Metal's ESG goals.

Moreover, the new facility is expected to create 135 jobs, contributing not only to Mega Metal's growth but also to the economic development of the South Carolina region.

This strategic move by Mega Metal reflects an industrial vision focused on competitiveness, quality and sustainability – especially during a period when global supply chains are being reshaped and localisation is gaining importance. Advancing confidently on its path to becoming the global face of Turkish industry, Mega Metal aims not only to be a manufacturer but also a solution partner that adds value to the markets it operates in.

www.megametalinc.com

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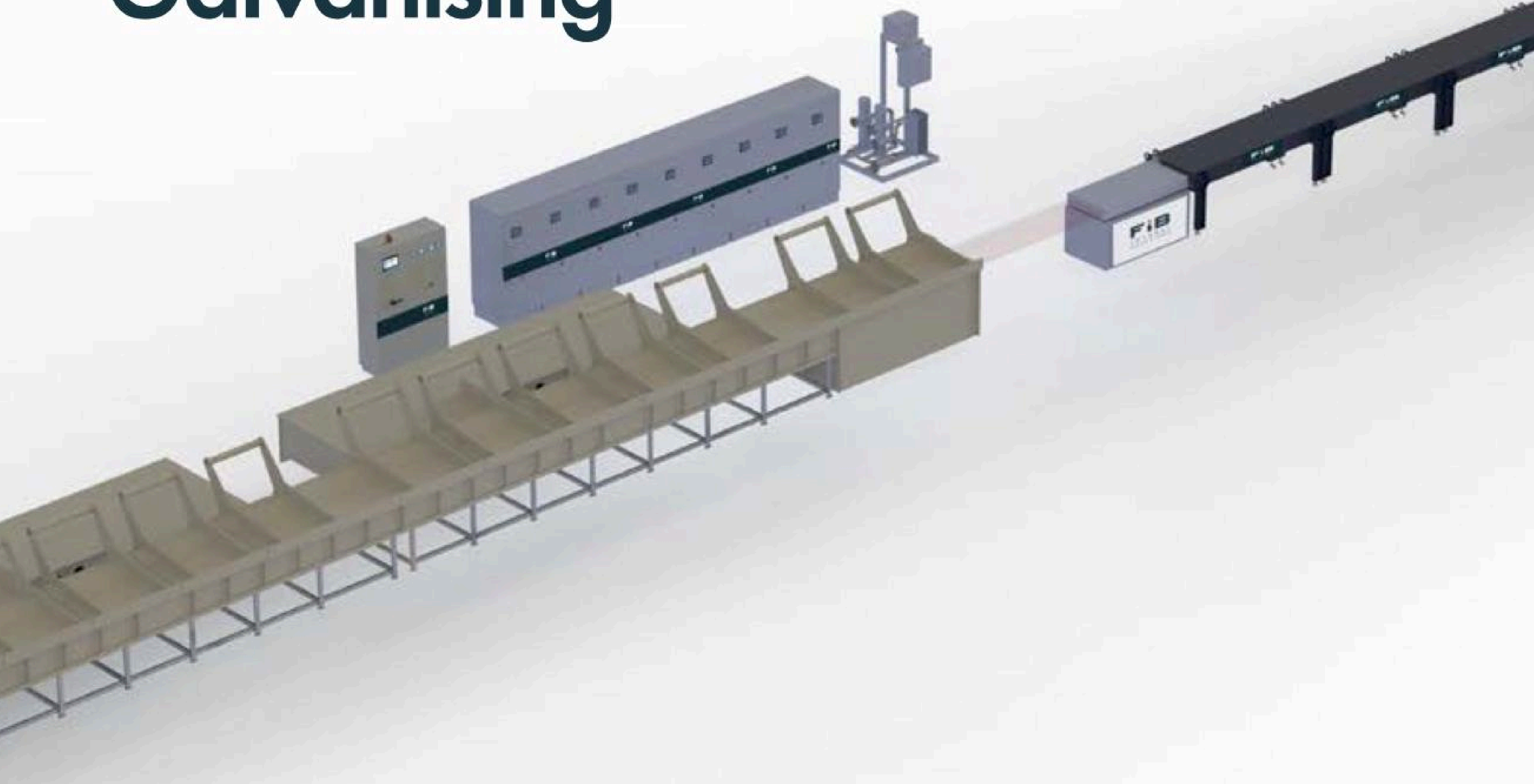
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FIB Belgium – Powering the Future of Sustainable Wire Annealing and Galvanising



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Traditional gas-based annealing and galvanising remains a reliable choice, particularly where gas is cost-effective. Yet some manufacturers are increasingly seeking fully carbon-free processes. NEOGALVA is a fully electric, acid-free annealing and galvanising line designed to meet this demand.

Based on the proven Sendzimir process, NEOGALVA uses high-frequency induction heating alongside electric bath heating, removing the need for combustion gas

and acids. During annealing, a hydrogen-rich atmosphere naturally reduces oxides, eliminating the need for pickling or fluxing. The process is therefore cleaner and more environmentally friendly.

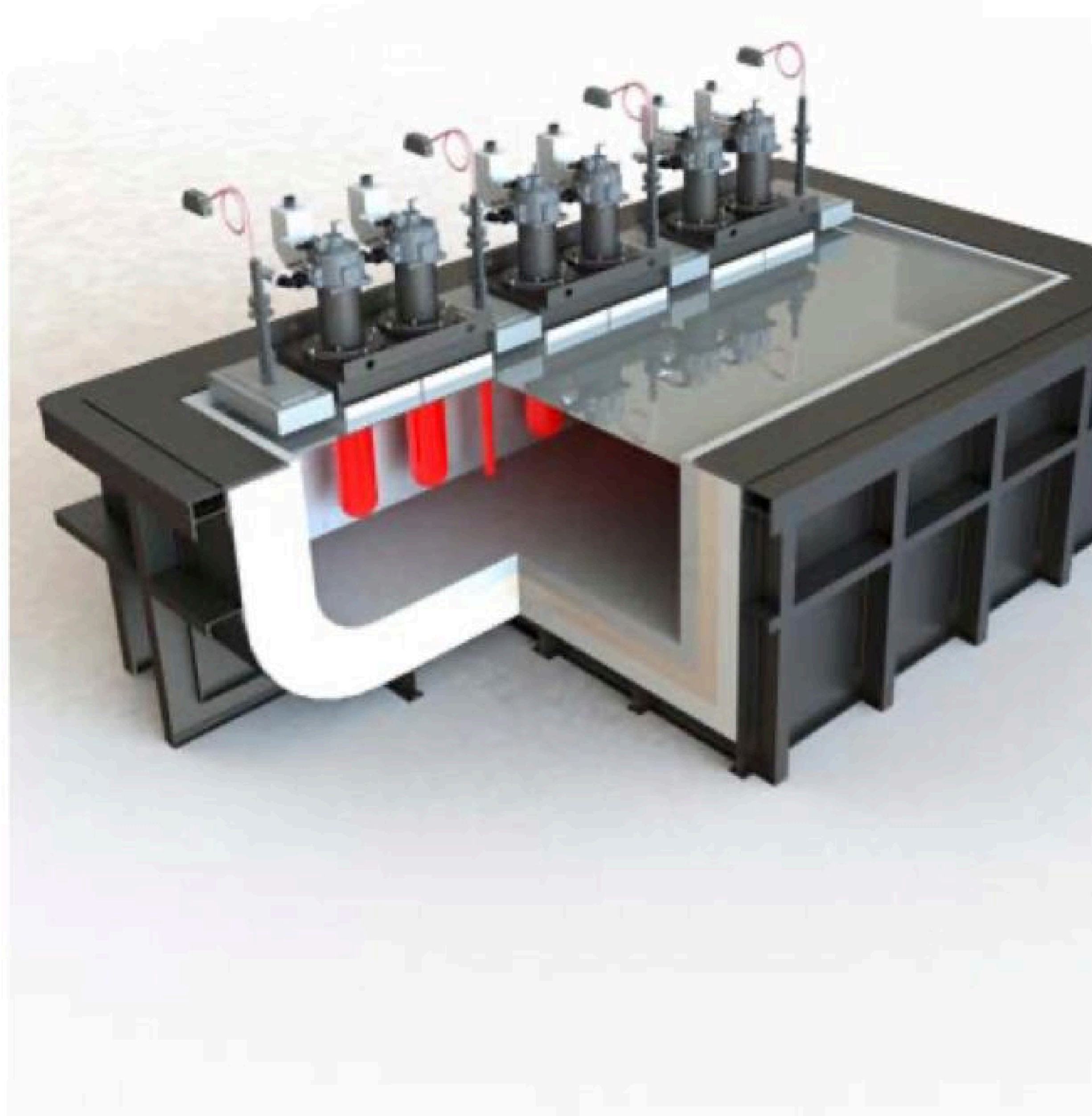
NEOGALVA allows line speeds of over 200 m/min, improving productivity and enabling fewer wires to be processed in parallel without affecting throughput. Entering the zinc bath already hot reduces the energy needed to maintain bath temperature, further cutting consumption. Hybrid system may be installed on existing galvanizing Zn-Al Baths.

Hybrid Heating – Combining Gas and Electric in Galvanizing Baths

For galvanising, a hybrid approach combining gas-fired and electric technologies provides both performance and flexibility. Such systems allow manufacturers to respond to energy cost fluctuations, integrate renewable sources, and gradually transition towards full electrification.

Contact FIB BELGIUM today to explore how NEOGALVA and Hybrid Heating can future-proof your wire galvanizing operations

www.fib-group.com



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XLCC Presses Ahead with UK HVDC Cable Factory as Offshore Wind Demand Surges

XLCC, the company behind plans to build the UK's largest dedicated HVDC subsea cable factory, has confirmed that its Hunterston, Scotland project is firmly on track despite setbacks faced by its sister venture, the Morocco-UK interconnector scheme.

Originally linked with Xlinks' ambitious proposal to transmit 11GW of renewable power from Morocco to the UK via a 4,000 km subsea link, XLCC has since established clear independence. The manufacturer has focused its business case around the UK and European offshore wind and grid reinforcement markets, with plans to serve the fast-growing demand for subsea transmission capacity.

The £1.5bn project will include both the Hunterston factory and one of the world's largest dedicated cable-laying vessels. Once operational, the facility will produce 525kV subsea cables for grid reinforcement and 320kV HVDC systems designed for offshore wind farms located more than 100km from shore. Demand is expected to be vast, with the UK's clean power targets requiring an additional 45GW by 2030 and an estimated 28,000 km of HVDC cable needed.

National Energy System Operator forecasts confirm that subsea transmission will be central to connecting Scotland's offshore wind capacity with demand centres in the south of the country.

The project has already raised more than £147m in early-stage backing, including £87m from the UK's National Wealth Fund and £20m from the Scottish National Infrastructure Bank. Construction financing is expected to close by the end of 2025, enabling ground-breaking in the second quarter of 2026. The Hunterston site has been warmly welcomed locally, with XLCC promising around 900 jobs at the facility. Production is scheduled to begin in 2026, with an initial capacity of 2,000 km of HVDC subsea cable per year and scope to double or triple output in later phases.

XLCC enters a competitive field, with JDR Cables building a new HVAC facility in Blyth and Sumitomo Electric developing an HVDC plant at Port of Nigg. However, demand continues to exceed current supply, with lead times for subsea HVDC cables reported at up to seven years. By creating a dedicated UK-based facility with large-scale installation capacity, XLCC aims to help shorten these lead times, drive efficiencies, and strengthen local supply options.

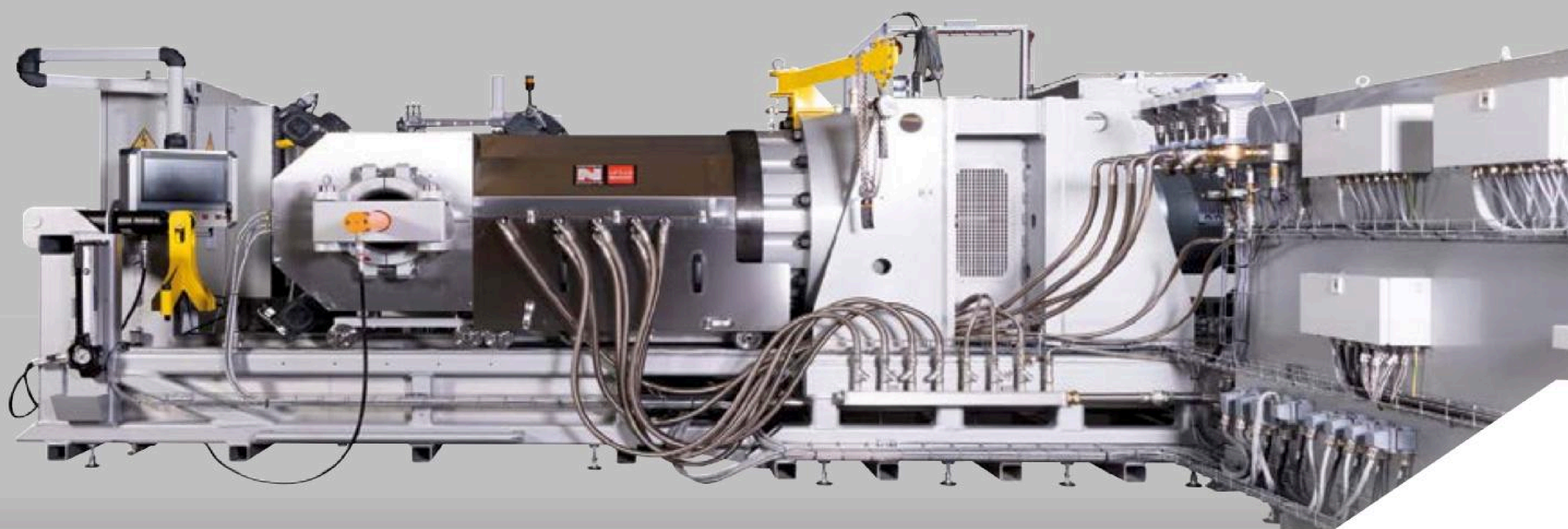
To accelerate development, XLCC partnered with Chinese manufacturer Orient Cable (NBO) to fabricate and test its 525kV design, which is undergoing independent auditing. NBO remains only a minor shareholder with no board representation.

XLCC's management team also includes other experienced hands such as head of technology Vegar Syrtveit Larsen, who was most recently at rival cable-maker Nexans. Future development will also explore aluminium-based HVDC designs to drive down costs and build a strong export opportunity for the UK.

With the UK holding the second-largest offshore wind market globally, the need for reliable, large-scale HVDC transmission is clear. National Grid's £21 bn framework agreement for grid reinforcement and interconnector projects provides further confidence in long-term demand. By 2030, when XLCC expects its first cables to be deployed, the market will still be in its growth phase, positioning the Hunterston facility as a key contributor to the UK's clean energy transition.

www.xlcc.co.uk

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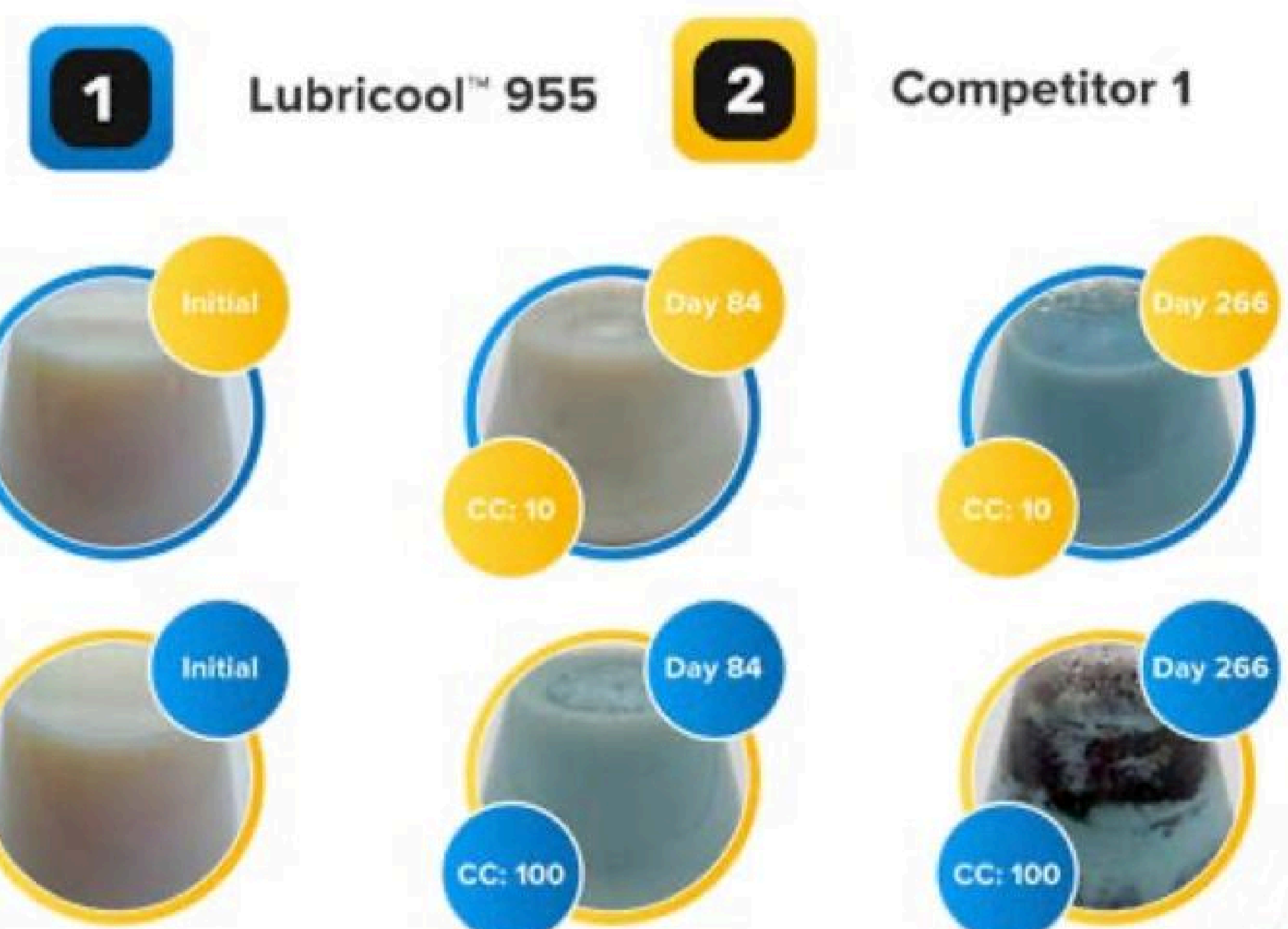
Metalube Launches Lubricool™ 955: Next-Generation Copper Wire Drawing Lubricant Delivering Record Performance

Metalube, a leader in specialty lubricants, has introduced Lubricool™ 955, a next-generation copper wire drawing lubricant engineered to overcome long-standing industry challenges such as copper soap formation, emulsion instability, and excessive maintenance downtime.

The launch is underpinned by insights from a technical paper by Emma Pates, Metalube's Global Technical Services Manager, who examined the increasing demands on copper multi-wire drawing lubricants as wire counts and line speeds rise. Key performance requirements include enhanced lubricant longevity, improved thermal stability, and increased resistance to contamination - essential for maintaining high throughput and operational efficiency.

"Lubricants have become mission-critical components in achieving the industry's twin goals of high throughput and cleanliness," said Pates. "Lubricool™ 955 is the culmination of extensive R&D and testing that proves innovative formulations can significantly extend sump life while delivering cleaner, more stable operations."

Lubricool™ 955 has shown impressive results in both industrial and laboratory testing. The lubricant reduces copper soap formation, which lowers contamination and cleaning requirements. During a year-long trial at a leading European wire producer, the product achieved over 14 months of continuous operation without requiring an emulsion change. This is a notable improvement over standard emulsions, which often necessitate more frequent replacements.



The product also boasts superior emulsion stability, ensuring consistent viscosity and reduced bacterial growth risks, all while supporting high-speed production with minimal wire breakage. Laboratory tests have shown that Lubricool™ 955 resists copper contamination longer than typical emulsions, prolonging lubrication and reducing downtime caused by undesirable by-products.

"Our aim with Lubricool™ 955 was not just to create a cleaner, longer-lasting lubricant, but to redefine what wire producers can expect from emulsion technology," added Pates. "The results from both lab and field trials prove that we're delivering the next generation of performance and reliability."

www.metalube.co.uk

SCGC: Powering the Future Together



Far off the coast of Europe, where strong winds meet the open sea, a powerful renewable energy project is shaping the future of clean power. This landmark development is not only a symbol of the global shift towards sustainability but also a powerful example of international collaboration and innovation.

For our company, it marked a significant opportunity – our polyethylene compound was selected as the jacketing material for 220 kV AL/XLPE/Smooth AL/HDPE cables used in this large-scale offshore wind farm. Designed to withstand the harsh marine environment, our high-quality HDPE ensures the cables are protected and perform reliably throughout their service life. These cables play a crucial role in transmitting

renewable electricity from offshore facilities into onshore power grids, delivering energy to homes and businesses.

This achievement goes beyond supplying material; it reflects our role in enabling renewable energy infrastructure across Europe. Every metre of cable jacket represents our commitment to durability, safety, and the advancement of cleaner energy.

From the initial material development to the delivery of the final compound, we worked closely with our partners to meet strict performance requirements and project deadlines. This spirit of collaboration helped ensure the project's success – delivering clean electricity to millions of homes across Europe.

As renewable energy projects continue to expand worldwide, we are proud to see our resin playing a part in powering a greener future.

www.scgchemicals.com

Madem Reels Group Honoured with Dual Sustainability Awards from Industry Leaders

The Madem Reels Group has been recognised for its outstanding environmental and corporate social responsibility efforts, receiving two major international awards from leading cable manufacturers Prysmian Group and Nexans Group.

At the recent Prysmian Group "Supplier Conference", Madem Reels was presented with the prestigious "Sustainability" award. Roger Santasusana, General Manager for EuroMadem Spain, accepted the accolade on behalf of the global team.

"We are very excited and honoured to receive this award, recognising our global commitment to improving an environment that we all share,"

commented Leandro Mazzocato, Director of Global Sales and Marketing.

"The Madem Reels Group remains dedicated to advancing sustainability efforts worldwide, including achieving FSC and PEFC green certifications, ISO 14000, and expanding our wood reel recycling programmes. Most recently,

we achieved CO₂ Neutral Certification - a first for a wood reel manufacturer. A special thanks goes to our 1,000 employees across our manufacturing plants, distribution warehouses, and recycling centres."

Carla Frabetti, CPO Latin America at Prysmian, added: **"I am very proud to have awarded Madem in the Sustainability category at this important global conference. As partners, we are committed to a greener and more sustainable future, supporting the energy transition and decarbonising our planet."**

In addition, the Madem Reels Group was awarded the "CSR & Environment E3" award by Nexans Group during an event held at the Parc des Princes in Paris on 25 June. The award highlights Madem's collaboration with Nexans on circularity initiatives and their shared commitment to environmental excellence.

"The Nexans Group has always focused on environmental

responsibility and product excellence. Being part of this recognition is an honour, as we share the same vision and dedication with our 1,000 employees globally," said Mazzocato. **"Today, we are proud to be CO₂ neutral, ISO 14000 certified, and hold FSC or PEFC green certification for all our reels made from renewable pine wood."**

For over a century, Nexans has played a pivotal role in the electrification of the planet and remains committed to building a sustainable and decarbonised future. With approximately 28,500 employees in 41 countries, the Group continues to lead in the design and manufacturing of cable systems and services across key business areas.

These two awards further cement Madem Reels Group's position as a leader in sustainability within the wire and cable industry, highlighting their proactive approach to environmental stewardship and corporate responsibility on a global scale.

www.madem.com.br/en



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Exceptional Customer Service from Zumbach



Swiss Family-Owned Zumbach Electronic: Exceptional Customer Service Goes Hand-in-Hand with Their Industry-Leading Measuring Solutions

Since 1957, Swiss-based manufacturer of industrial, non-contact measuring and control solutions, Zumbach Electronic AG, has worked tirelessly at providing exceptional customer service with their industry-leading products and solutions. The Zumbach belief is that customers are more than just clients; they are part of their extended family. This philosophy drives their commitment to providing the highest possible levels of customer service, ensuring that every interaction is marked by care, attention, and a consultative approach to solving specific process and production issues.

From the moment a customer engages with Zumbach Electronic, they experience the unique Zumbach consultative approach, understanding that every customer has

very specific needs and challenges. They take the time to listen and understand these requirements thoroughly, and their team of technical experts works closely with customers to tailor solutions that not only meet but exceed their expectations. This personalised service ensures Zumbach's customers receive the most effective and efficient solutions for their unique applications.

Rainer Zumbach, second-generation owner and CEO of Zumbach Electronic, stated: "When customers choose Zumbach Electronic, they become part of our extended family. This means they can expect attentive ongoing support, and a relationship built on trust and mutual respect. We are dedicated to fostering long-term partnerships, and our customers know they can rely on us for continuous support and guidance. Whether it's through regular check-ins, updates on new technologies, or proactive problem-solving, we are always there for our customers."

Zumbach Electronic's commitment to customer service is evident in the care

and attention they provide, which includes an offering of comprehensive training programmes, both at their headquarters in Orpund, Switzerland and on-site, ensuring customers are fully equipped to use Zumbach systems effectively. Their service technicians are available worldwide, providing support both in person and virtually, handling everything from commissioning and maintenance to repairs and calibrations, ensuring their customers' operations run smoothly and efficiently.

Boasting a robust and global support network that has been increasingly invested in over the past 60 years, with service centres strategically located around the world, it's clear to see the value Rainer Zumbach and his team place on providing this unique level of attention to their customers. This network allows Zumbach Electronic to provide quick and efficient assistance, minimising downtime and maximising productivity for their customers. Their experienced service teams are always ready to help with technical problems, spare part requests, service calls, and installations.

At Zumbach Electronic, customer service is not just a department; it's a core value that permeates every aspect of their business. Their consultative approach, the sense of family they extend to their customers, and the meticulous care and attention provided all contribute to their reputation for excellence. They are committed to ensuring that their customers receive the highest levels of service, making their experience with Zumbach Electronic truly exceptional. And when you combine that with the improvements in process efficiency and quality control, cost savings through reducing waste material and machine downtime, it's a proposition that is increasingly hard to beat.

www.zumbach.com

Wire & Plastic Machinery Highlights Latest Inventory Additions

Wire & Plastic Machinery has bolstered its extensive inventory with a new selection of MGS/Northampton equipment, providing manufacturers with immediate access to hard-to-find machinery.

Recent arrivals include three 72" shaftless payoffs, a 72" belt caterpuller, a 30" shaftless

take-up, a festoon tension equaliser, and six Northampton TT600-630 triple twist twinners – all ready to support high-performance production needs.

Available as-is, operationally checked, or fully rebuilt, these additions reflect Wire & Plastic Machinery's commitment to flexible, reliable solutions tailored to each customer's requirements.

www.wireandplastic.com



Webster and Horsfall Ltd Announces Expansion with New Redditch Premises

Webster and Horsfall Ltd is proud to announce the opening of new premises in Redditch, marking a significant step forward in our ongoing growth strategy.

The new facility will support a significant expansion of our stocking operations, allowing for enhanced logistics and increased inventory capacity to better meet

the needs of our customers. At the same time, the move will free up additional space within our existing site to further develop our manufacturing division, supporting future investment in production capabilities.

This latest development reflects our continued commitment to innovation, efficiency, and delivering service excellence – building on more than 300 years of industrial heritage.

www.websterandhorsfall.com



The Wire Association International's Wire Expo to Co-Locate with the Electrical Wire Processing Technology Expo (EWPTE), 6th–7th May, 2026

The Wire Association International Inc. (WAI) announces plans to co-locate its biennial Wire Expo with the Wiring Harness Manufacturer's Association (WHMA)/Global Electronics Association's Electrical Wire Processing Technology Expo (EWPTE) May 6th - 7th, 2026. The two shows will co-locate at the Baird Center, Milwaukee, Wisconsin, USA.

Bringing together the entire wire and cable ecosystem under one roof, the co-location offers manufacturers, suppliers, distributors, and end-users a valuable opportunity to experience the latest technologies, forge strategic partnerships, and engage with the full industry value chain.

WAI's First Vice President, David Fisher, commented: "I am looking forward to the Wire Expo and the EWPTE being held together next May. It's a great chance for both groups to co-mingle and truly get a feel for each side of the wire and cable industry – from manufacturing to downstream end use, and all the products and equipment that go into it. The people who make this happen are key to the success of both groups."

Megan Seppmann, Vice President of Sales at the Wisconsin Centre District, added: **"We couldn't be more excited to have the Wire Expo back to Milwaukee and to continue our great partnership with the Electrical Wire Processing Technology Expo. Thanks to the recent**

expansion of Baird Centre, we're uniquely positioned to host these two exceptional international trade shows side by side, unlocking a more dynamic and immersive experience for all attendees. Our expanded convention centre makes it possible for both events to thrive simultaneously. We can't wait to welcome global guests to our state-of-the-art venue and showcase the best of Milwaukee's signature Midwestern hospitality."

David Bergman, Vice President of International Relations at the Global Electronics Association and Executive Director of WHMA, said: **"The co-location of the Wire Expo and the EWPTE will create a unique opportunity for attendees to collaborate, establish valuable new contacts, and learn from industry leaders and experts. I'm pleased for all our members and attendees to be able to participate in these two outstanding trade shows in one place."**

This marks the second co-location of Wire Expo and EWPTE, following their successful joint staging in 2010 at the same venue. The 2026 edition comes amid strong industry growth and innovation, offering a timely platform for collaboration and discovery.

Wire Expo, held biennially across key U.S. industry hubs, attracts participants from 38 states and 21 countries and features exhibits, technical presentations, and live demonstrations. Organised by WAI, a not-for-profit association founded in 1930 with 1,700 members in 38 countries, Wire Expo supports the global wire and cable manufacturing industry through events and publications.

EWPTE draws nearly 200 exhibitors and over 3,000 attendees from more than 40 U.S. states and 25 countries. It connects buyers with manufacturers and distributors in the electrical wire processing sector and is hosted by WHMA, the only trade association exclusively representing the global cable and wire harness industry.

Event Details

Date: 6th– 7th May, 2026

Location: Baird Centre, 400 W. Wisconsin Avenue, Milwaukee, Wisconsin, USA

Hours: 9:00 am – 5:00 pm CT (May 6) and 9:00 am – 3:00 pm CT (May 7)

Access: Reciprocal access to both exhibition halls is offered during exhibit hours (except for exclusive reception times).

Registration

- Wire Expo: www.wireexpo26.com
- EWPTE: www.electricalwireshow.com

www.iwcs.org

Rauschert brings ceramic expertise to wire drawing industry

After two years of preparation, Rauschert announces the expansion of its ceramic wire drawing solutions to new facilities in Germany and Portugal - entering the wire drawing market with deep ceramic expertise and strong international representation through David Robinson (X-L Technologies UK), board member of the IWMA.

The ceramic specialist Rauschert has successfully transferred its expertise to the wire drawing industry with production now operational in Heinersdorf, Germany and Ameal, Portugal. Leading this initiative is Dieter Mangold, Head of Sales Engineering Ceramics, who brings decades of industry experience as one of the sector's foremost experts.

The company offers a comprehensive range of ceramic products including drawing cones, rollers, rings, and wire guide elements. Rauschert's extensive material portfolio spans oxide, non-oxide, and silicate ceramics - all based on proprietary formulas. Components are primarily made from MgO-stabilised zirconia and high-purity alumina, delivering exceptional fracture toughness and strength.

Rauschert's entry into wire drawing leverages over 120 years of ceramic manufacturing experience, bringing technical expertise to an industry where component quality directly impacts production efficiency.

As a new but highly competent player in the wire drawing industry, Rauschert is represented in the United Kingdom by David Robinson and his company X-L Technologies UK. With decades of experience, David brings deep industry knowledge and supports Rauschert in strategic global projects - further reinforcing the company's strong market entry.

www.rauschert.com/en



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Digital Momentum: ERP Innovation Powers Wire & Cable Transformation

In a clear sign of the wire and cable industry's accelerating digital evolution, two major players - Kris-Tech Wire in the United States and Sonepar Austria - have successfully implemented InnoVites' cableERP system, designed specifically for the unique operational demands of the sector.

For U.S.-based industrial wire manufacturer Kris-Tech, the go-live of cableERP marks a significant milestone in its digital transformation strategy. Partnering with InnoVites, a Netherlands-based provider of industry-specific ERP solutions, Kris-Tech has transitioned to a fully integrated platform offering real-time visibility, enhanced collaboration, and more responsive customer service. **"This system enables us to build a scalable platform with robust features that are continuously updated,"** explained Solomon Maricle, Director of IT at Kris-Tech. **"It enhances our agility and speed while leveraging wire and cable-focused functionality. We can now better understand and respond to**

customer needs with confidence." The ERP also integrates with Kris-Tech's CRM, creating a seamless ecosystem that strengthens customer engagement and operational agility. Bob Pagano, Vice President of Finance, highlighted the wider cultural impact: **"ERP transformation isn't just a system upgrade - it's a commitment to excellence. It challenges you to rethink how you operate, communicate, and deliver value."**

Meanwhile, in Austria, global electrical distributor Sonepar also achieved a successful cableERP go-live following a multi-phase implementation that began in 2023. The rollout involved over 15 customisations to tailor the system to the specific requirements of its Austrian cable business.

"This wasn't about just plugging in a system," said Albert Groothedde, CEO of InnoVites. **"It was about understanding how Sonepar operates and building something that fits their world. It's been a collaborative process grounded in trust and precision."**

The newly deployed ERP serves as the central nervous system for Sonepar's operations - supporting everything from inventory and logistics to finance and

customer service. The system provides a single source of truth across teams and regions, significantly improving transparency and speed.

According to the InnoVites project team, the success was due to Sonepar's openness to reimagine their processes and invest in meaningful change. **"ERP projects are about mindset and alignment," a team member shared. "Sonepar brought all of that to the table."**

Both projects highlight cableERP's adaptability and strategic value, offering wire and cable businesses a future-ready foundation for growth. In an industry long defined by traditional practices, these examples underscore the rising importance of digital agility and sector-specific innovation.

"These implementations show what's possible when industry knowledge and modern technology come together," said Groothedde. **"For us at InnoVites, it's about more than software - it's about helping companies realise their potential in a fast-changing world."**

www.innovites.com

FMS Force Measuring Systems AG appoints new technical director, continuing family tradition

FMS Force Measuring Systems AG, a global leader in web tension control and force measurement technology, announces the appointment of Nadine Inhelder as Technical Director. This transition follows the retirement of long-standing Technical Director Thomas Lammer, one of the company's founding members.

Founded in 1993, FMS AG has been under the leadership of CEO Jörg Inhelder since its inception. Over the years, the company has built a reputation for Swiss precision, innovation, and customer-focused engineering.

Having been actively involved in the company for many years, Nadine Inhelder brings deep technical expertise as well as strong understanding of customer needs and market trends. In her new role, she leads a skilled and experienced team, advancing current projects while driving the development of next-generation technologies.



"I am excited to take on this new responsibility and continue building on what we have achieved so far," says Nadine Inhelder. **"With a strong team and a clear vision, we are well-positioned to meet the challenges of our industry and deliver solutions that add real value for our customers."**

The appointment underlines FMS's commitment to long-term solutions and family-driven leadership. With Nadine's promotion, FMS is strengthening its technical direction while reinforcing its identity as a forward-looking Swiss company.

www.fms-technology.com

Amir S. Chinoy Foundation Announce Multi-Year Sponsorship Deal With Pakistani Squash Players, Sana Bahader and Saif Bahader

Amir S. Chinoy Foundation, a non-profit organisation and member of the Amir S. Chinoy Group (ASC), proudly announced a multi-year sponsorship agreement with rising stars in squash, Sana Bahader and Saif Bahader. Member companies of ASC Group - International Industries Ltd. (IIL), Pakistan Cables Ltd. (PCL) and International Steel Ltd. (ISL) are also the proud sponsors of this power duo.

As part of the partnership, both athletes will represent member companies of ASC Group at all national and international squash tournaments for a period of three years with a strong focus on training and active participation.

Hailing from Peshawar, Sana Bahader aged 19, and Saif Bahader aged 15, demonstrate exceptional grit and a powerful game, overcoming challenges witnessed at an early age. Born deaf and mute, both squash players are defying odds and overcoming challenges. This duo is set to achieve greater heights for themselves.

"We are thrilled to partner with Sana and Saif. Their dedication to squash and journey of perseverance is extremely inspiring, especially for the youth of Pakistan", said Samir M. Chinoy, Chairman Amir S. Chinoy Foundation. Mr. Sher Bahader, father of Sana and Saif Bahader was also present at the signing ceremony. "I am extremely grateful to the Foundation for their support. The sponsorship will enable Sana and Saif to train effectively and enhance their performance, get international exposure and elevate their game. It certainly boosts their confidence in squash", he said.



The athletes are set to travel to Australia during June up to August with Sana competing in women's category and Saif in the men's category in the Greater Bendigo International tournament followed by other international squash tournaments being held across Australia during the time.

The partnership reinforces Amir S. Chinoy Group's commitment to promote youth empowerment by supporting skill-based training, recognising and supporting upcoming role models in Pakistan.

www.pakistancables.com

iDeal - With Heart and Precision, Even When Sparking

Whether in railway infrastructure or industrial manufacturing, precision welding plays an essential role in building the systems that keep the world moving. From steel rings in wind turbines and lorries to reinforcing bars in track components, strength and accuracy are key.

At iDEAL, we welcome these challenges. For steel rings, the AS0 220 S-K delivers high-performance flash butt welding with automated adjustability and robotic

integration. Designed from C45, E335, and E295 steel, it handles cross-sections from 750 to 2050 mm² and accommodates widths of 54-88 mm and heights of 33.5-78 mm, ideal for demanding applications in automotive and infrastructure sectors.



Meanwhile, the AS0 100 V/S-K supports flush butt welding and deburring of steel bars in railway superstructures, offering certified reliability for diameters from 20 to 40 mm. It covers welding cross-sections between 490 and 1,256 mm² and delivers up to 100 kN

of upsetting force with 140 kN of clamping power, powered by a dual 120 kVA system.

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www.ideal-werk.com



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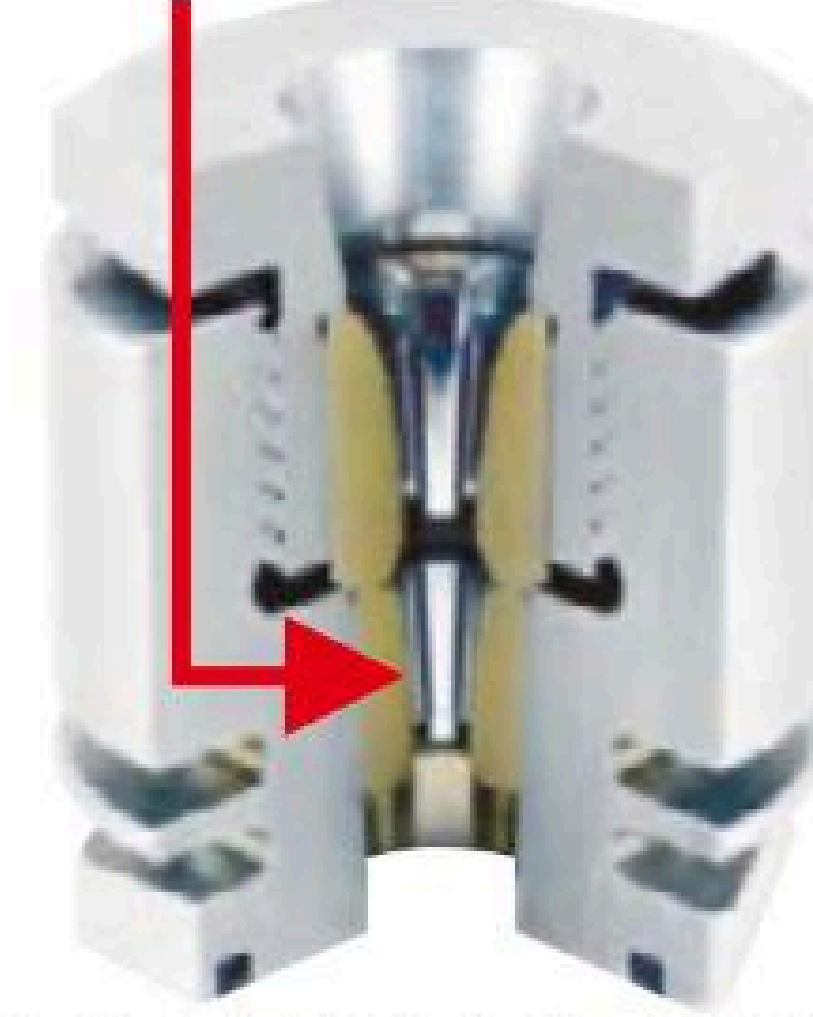
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VNT NANO COATED



TC/VNT NANO COATED PRESSURE DIES



ENAMELING DIES

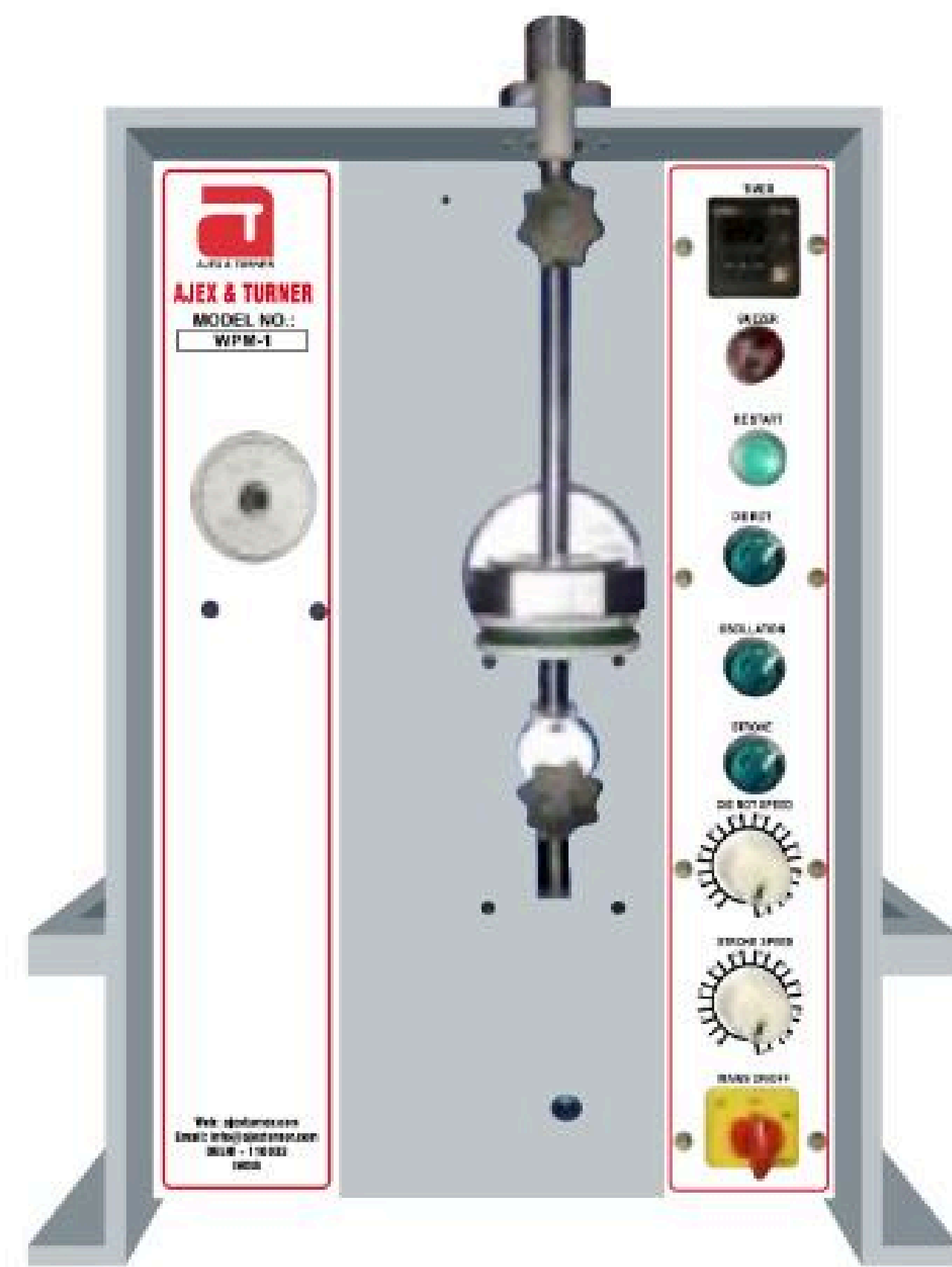
Wiping pads for eliminating excess zinc in galvanization



LMBS-300: MICROSCOPE



ULTRASONIC CLEANER



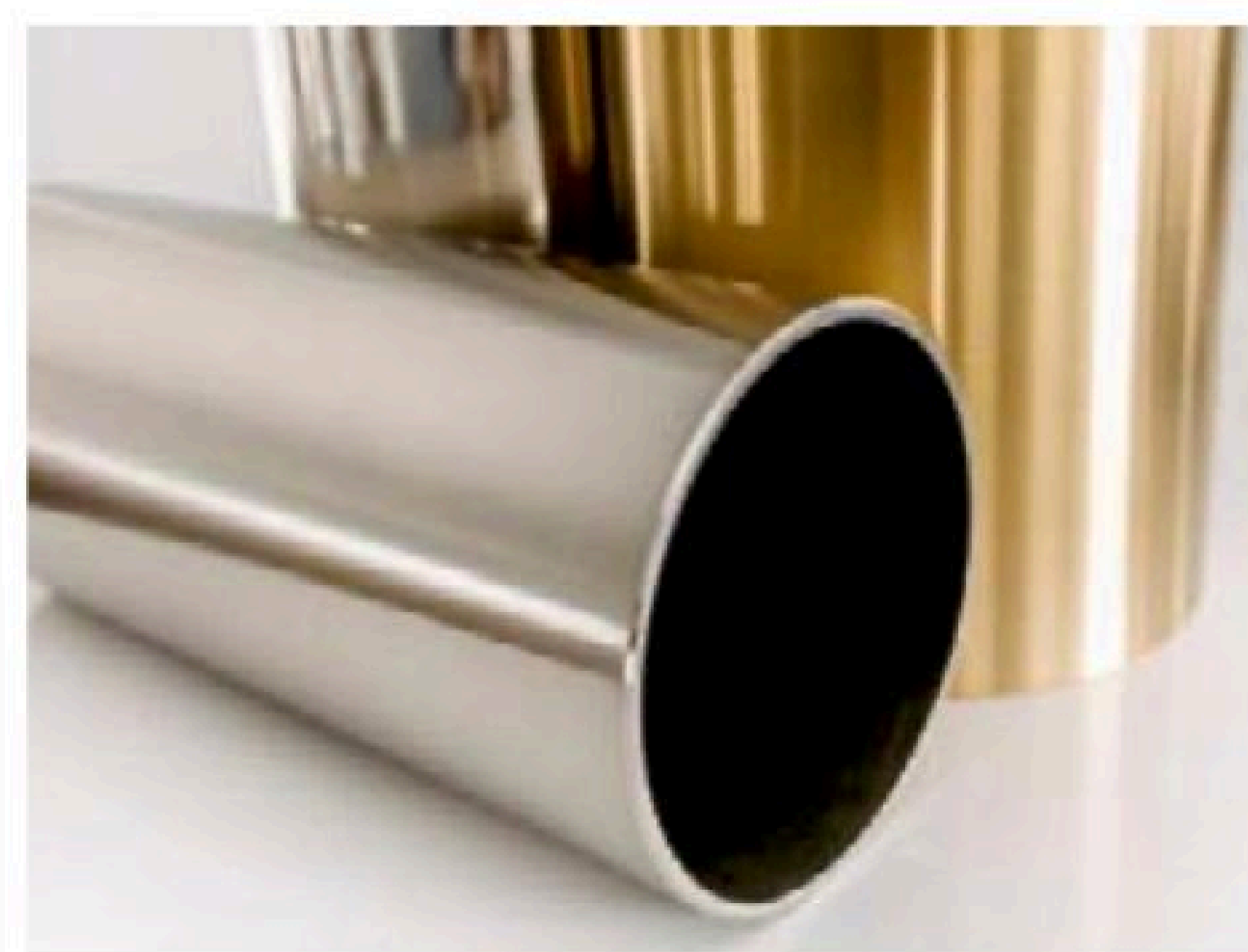
WPM-1 (WIRE TYPE SIZING & POLISHING)



TCD-11 FULLY AUTOMATIC



SAU-AT-150 (FULLY AUTOMATIC)



CONTACT TUBES & CONTACT BANDS

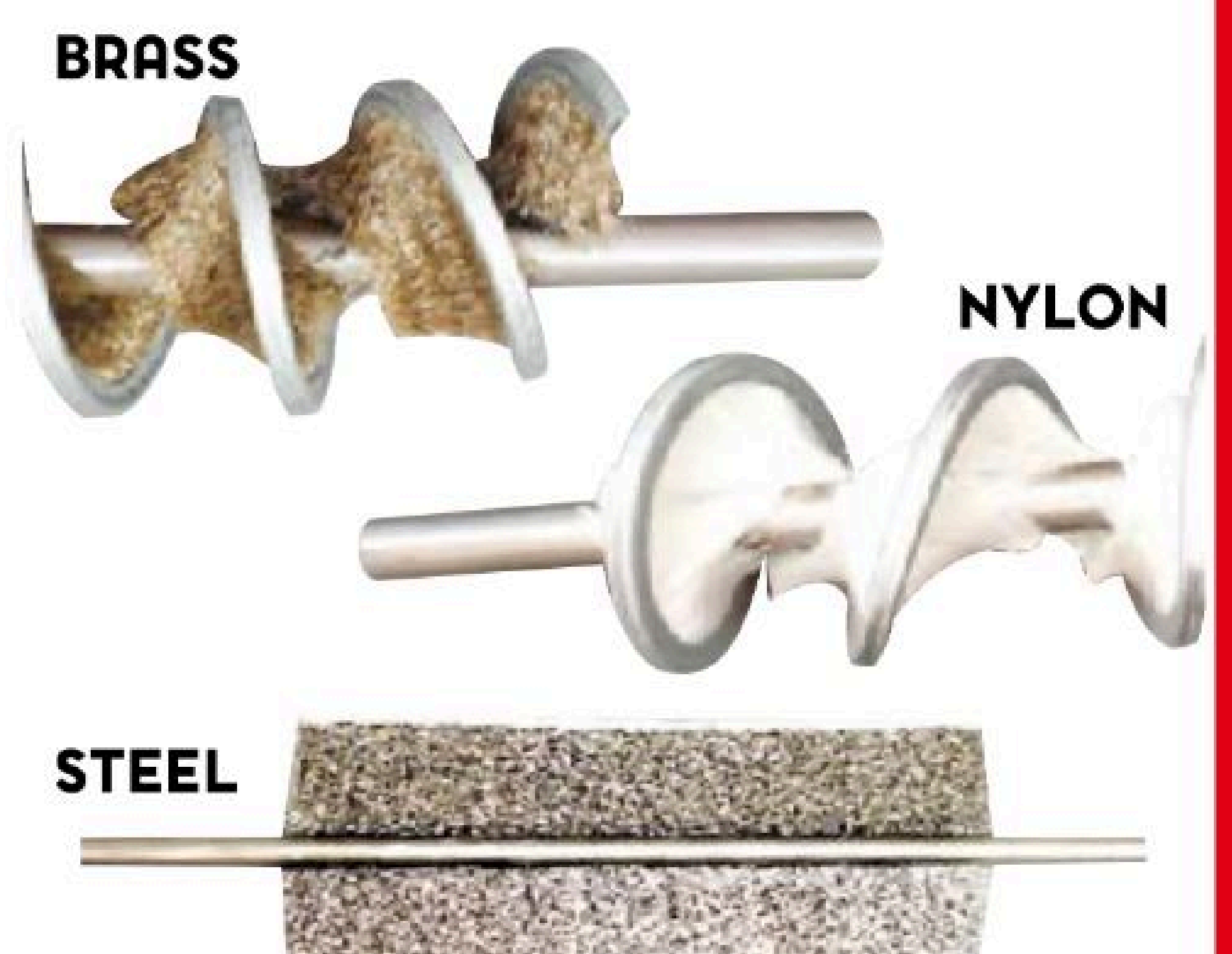


Carbon Bows



Steel Bows

CARBON & STEEL BUNCHER BOWS



CERAMICS & SPIRAL BRUSHES

Prysmian secures €600 million Marinus Link project in Australia



Prysmian has received the Notice to Proceed for the Marinus Link project, a major new power and telecommunications interconnector between Victoria and Tasmania, Australia. This follows the €600 million contract signed with Marinus Link Pty Ltd. in August 2024, after an initial capacity reservation agreement was announced in September 2023.

The Marinus Link will involve 345 km of HVDC (High Voltage Direct Current) cable infrastructure, including 255 km of undersea cables across the Bass Strait and 90 km of underground cables in Gippsland, Victoria, with completion scheduled for 2030. With a first-stage capacity of 750 MW, the project will enable efficient transfer of renewable energy to demand centres, while also providing additional telecommunications connectivity. It is expected to help Australia meet its emissions reduction targets by saving up to 70 million tonnes of CO2 equivalent by 2050.

Prysmian will design, test, supply and install a 320 kV single-core HVDC cable system with XLPE insulation and single-wire armouring, covering both submarine and land sections. A fully integrated PRY-CAM permanent monitoring system will also be delivered as part of the package.

The submarine cables will be produced at Prysmian's centre of excellence in Arco Felice, Italy, while land cables will be manufactured in Delft (The Netherlands) or Gron (France). Installation will be carried out using Prysmian's state-of-the-art cable-laying vessel, the Leonardo da Vinci. Hakan Ozmen, EVP Transmission at Prysmian, commented:

"This project strengthens our global leadership, as well as our position in Oceania's fast-growing renewables market. We are proud to support Australia in its goal to combine the benefits of renewable energy to deliver low-cost, reliable, and clean energy to customers."

www.prysmian.com

**FOR
SALE**

UMBILICAL CABLE EQUIPMENT FOR SALE

**FOR
SALE**

CORTINOVIS 12-Bobbin 1800mm Planetary Cabler Line (for Umbilicals and Steel Tubes w/3/8" - 1.25" Dia.), R-L Line direction, to include; Dual Eccentric 500mm Taping Head; 400mm x 160mm belt width Caterpuller Capstan, 7.5T pull force; **WUXI NANFANG** 5M Extra H.D. Portal Traversing Take-up, 40T capacity, 18.5KW Take-up Motor, New 2017; complete Electrical Control System, Drives, etc.

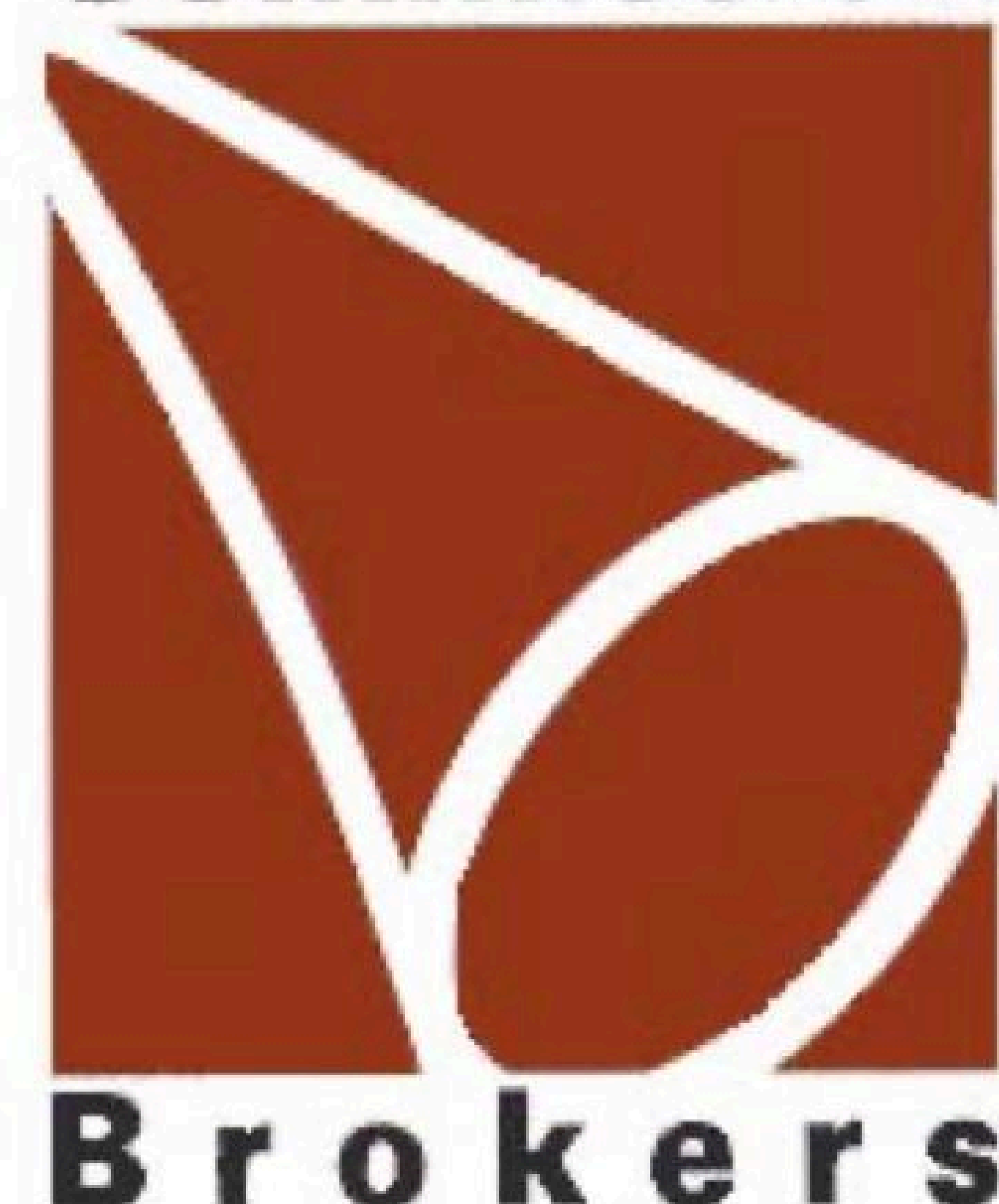
This Cabler was refurbished approx. 2017 – Cradle Bearings replaced, Under Rollers aligned. Reel availability to be reconfirmed: Approx.. 120 - 1800mm Dia x 914mm ID (1050mm OAW) x 900mm Barrel x 127mm Arbor Hole, Steel. Thirty six (36) reels are coated for handling SS tubes.



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EXCLUSIVE

Advertising Opportunities for IWMA Members in 2025-2026

To support member promotion and boost industry visibility, IWMA offers a range of advertising opportunities in IWMA Insider magazine, a targeted platform to showcase your brand, products, and services to a global wire and cable audience.

AVAILABLE ADVERTISING OPTIONS:

- Prime position - inside front cover
 - Prime position - page 1 of magazine
 - Prime position - inside back cover
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 - Inside magazine - quarter page
 - Inside magazine - half page
 - Inside magazine - full page
-

In addition to these exclusive advertising options, all members benefit from **complimentary editorial coverage**, offering even more opportunities to share your news and highlight your achievements.

IWMA INSIDER

SUBMISSION DEADLINES

2025-2026
Magazine Content

November 2025 Issue: A Year in Review

PR/Editorial deadline: 22nd October
Advertisements deadline: 29th October

January 2026 Issue: Pre wire Düsseldorf Edition

PR/Editorial deadline: 3rd December
Advertisements deadline: 10th December

March 2026 Issue: wire Düsseldorf Edition

PR/Editorial deadline: 11th February
Advertisements deadline: 18th February

June 2026 Issue: The Mid-Year Edition

PR/Editorial deadline: 13th May
Advertisements deadline: 20th May

September 2026 Issue: wire China Edition

PR/Editorial deadline: 5th August
Advertisements deadline: 12th August

November 2026 Issue: wire India Edition

PR/Editorial deadline: 7th October
Advertisements deadline: 14th October

Advertising space is limited and allocated on a first come, first served basis.
To secure your slot or find out more, get in touch with Jason at jason@iwma.org. For PR support and editorial opportunities, contact Olivia at olivia@iwma.org.

Our Members: September 2025

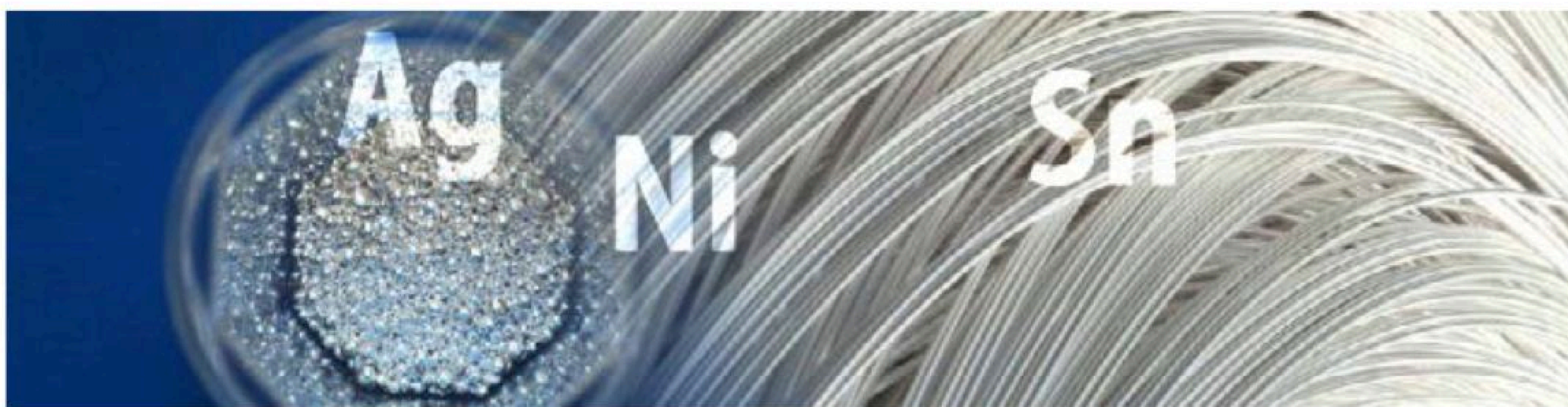
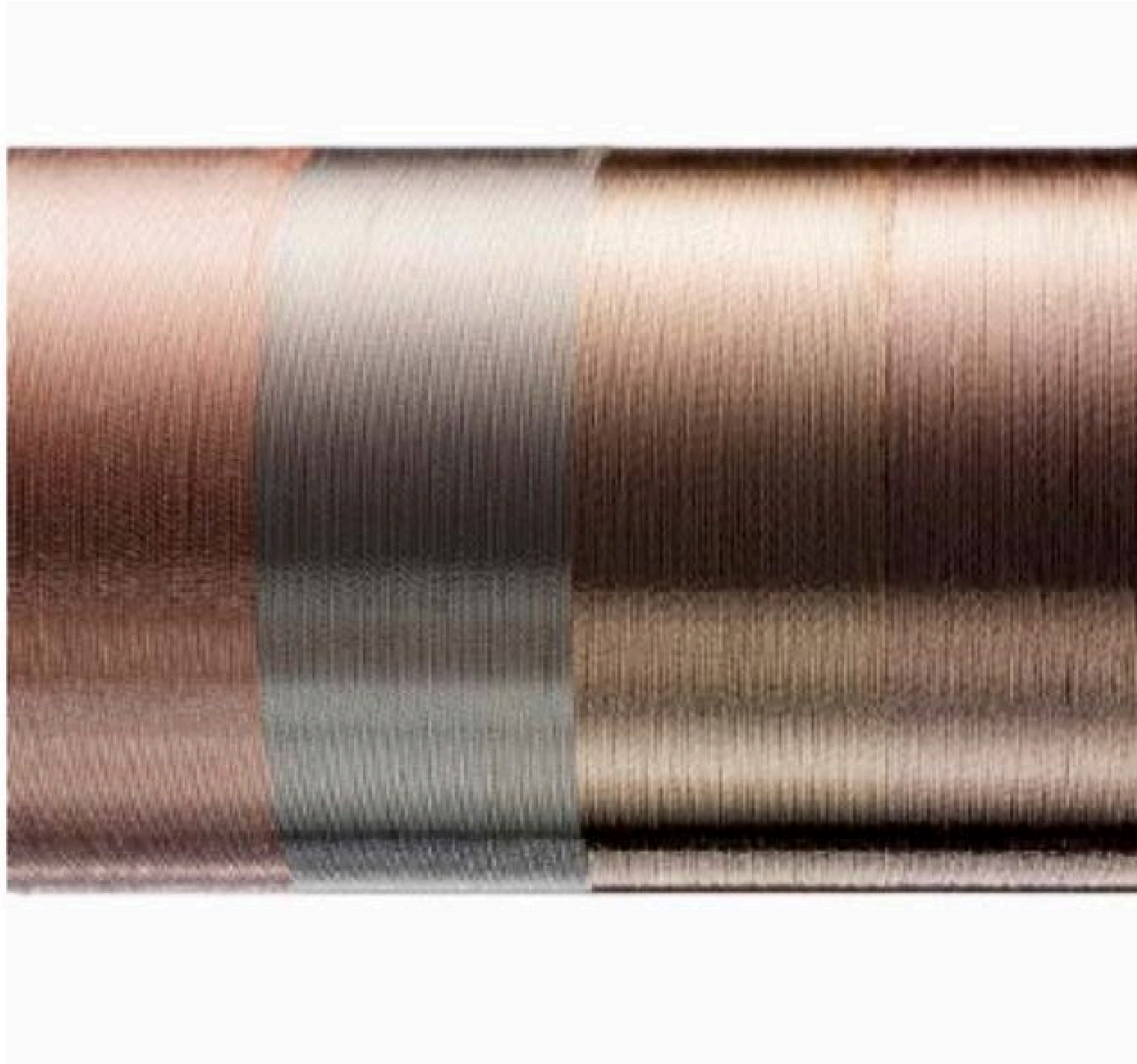
Our Members: September 2025

 ...at its best		 PACKAGING SOLUTIONS INC.		 Industrietechnik	
		 Riedel SDS		 KNIEL GRUPPE	 KNIEL GRUPPE
				 control instruments	
 End to End			 WIRE & CABLE SOLUTIONS	 双胤科技	
 久勋科技	 Technology To Perfection	 Technologies Pvt. Ltd.	 Verseilmaschinenbau GmbH	 since 1921	
	 SOUTH AFRICAN WIRE ASSOCIATION	 Precision Tools	 Consultancy Ltd		
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				 SWISS PRIME MEASURING SINCE 1957	

Material Range

Temco

Wire Products Limited



Nickel Plated copper

- Up to 27%

Silver Plated copper

Tin Plated copper

Copper

- Cu-ETP
- Cu-OF
- Cu-OFE

Copper-based Alloys

- CuMg
- CuSn
- CuAg
- CuNi
- CuZn
- High strength Cu alloys

Resistance wires for heating

Speciality alloys on request

MIXED /COMPOSITE
CONDUCTORS

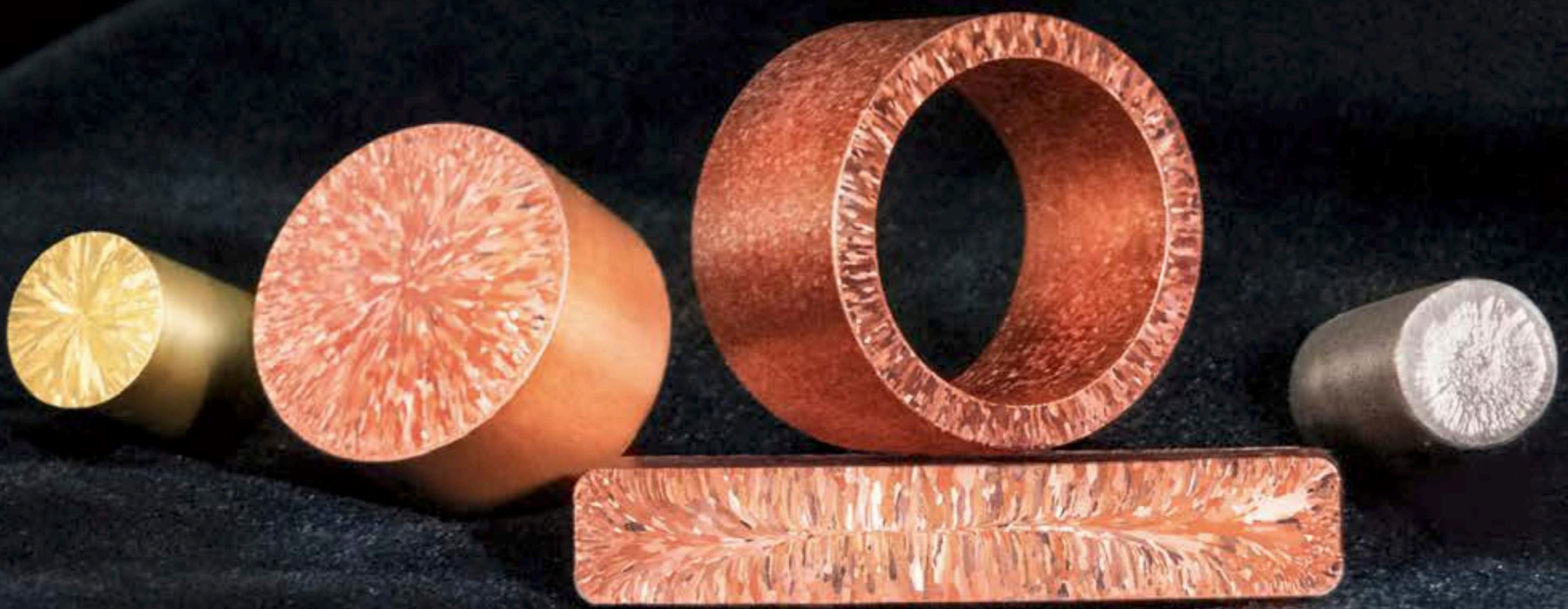
- combining material types for tailor made properties



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Email: Sales@temco-wire.com
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