



Contact: Winn Keaten
Marketing Manager, Industrial and OEM
Phone: (917) 622 7241
winn.keaten@southwire.com

NEWS RELEASE

Southwire Announces Exhibition Plans for Rockwell Automation Fair

Carrollton, Ga., – October 6, 2023: Southwire Company, one of North America's leading manufacturers of wire and cable products, announced the company's plans to showcase its range of solutions and services for Factory Automation applications at the upcoming Rockwell Automation Fair in Boston, MA, November 6-9. Southwire will be located at booth #526, presenting a live demonstration of how to reduce electrical noise in drive and motor applications, comparing shielded VFD cables and standard THHN. In addition to contractor solutions, kits and customizations for industrial projects, Southwire will also highlight innovations including the new anti-microbial American Mustang® SafeGuard™ Type SOOW/SJOOW Flexible Cord, a Flexible, 2kv-rated Tray Cable for welding machines, and Shielded Single Pair Ethernet (SPE) network cables.

"Automation Fair sets the stage for innovation in the manufacturing industry, and we are thrilled to participate as a Rockwell Technology Partner again this year," said Tim Schmidt, Southwire's director of factory automation. "Our team of experts will be on-hand with a live system contrasting multiple VFD wiring types, so users can see the reduction of common mode currents with proper design specifications. We look forward to meeting with industry peers and professionals and gaining the extraordinary insights that this show offers."

Representatives of Southwire's leadership team will also be participating in the show, including Executive Vice President and General Counsel Burt Fealing, who will speak at the ESG Summit on November 6 and Senior Engineer Steve Wetzel, who will present "From Data Connectivity Solutions for EC Motors in HVAC Systems to Increasing Productivity with VFD Cable," on November 6 at 1:00 PM and November 8 at 11:00 AM, in Automation Fair Room 203. For more information, visit [Factory Power & Automation | Southwire](#)

A leader in technology and innovation, Southwire Company, LLC is one of North America's largest wire and cable producers and an emerging influence in the industrial electrical space. Southwire and its subsidiaries manufacture building wire and cable, utility products, metal-clad cable, portable and electronic cord products, OEM wire products and engineered products. In addition, Southwire supplies assembled products, contractor equipment and hand tools. For more on Southwire's products, its community involvement, and its vision of sustainability, visit www.southwire.com.

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