Southwire®
WE DELIVER POWER... RESPONSIBLY

NECA 2025 CHICAGO SEPTEMBER 12-15

SHOWSTOPPING INNOVATION

STOP BY OUR BOOTH #2011

TO CHECK OUT OUR NECA SHOWSTOPPERS

ELECTRICAL PRODUCTS & ENGINEERED SOLUTIONS

Maxis® Hydraulic Conduit Bender
All-new industry-leading 2.5" to 4" conduit bender delivering higher productivity and reliability. The MHB4000 reduces set-up time with the industry's first hydraulically raised mast.

Square Split Extension Rings
4" square and 4 11/16" square Split Extension rings are added to junction boxes to increase wiring capacity and provide access for additional conduit runs and electrical wire.

Metallic While In-Use Covers
Metallic While In-Use covers made with durable die cast aluminum with powder coat protection provide an excellent weatherproof protection for wet locations.

Architectural Linear Strips
Architectural Linear Strip offering a contemporary design with a clean and seamless appearance. Available in 4' length in white or black finish.

WIRE & CABLE SERVICES

Re³™ Building Wire Reliability Calculator
This patent-pending digital tool to compare the reliability index between different cable designs including conductor size and UL insulation type. This online calculator designed by engineers covers the top 3 most specified building wire products including THHN/THWN-2, XHHW/XHHW-2, and USE-2.

Color Coded XHHW for Easy ID
The SIM*pull* XHHW-2® Color ID is an innovative solution to assist electricians and contractors with color vision deficiencies. This groundbreaking feature adds the color ID into the cable print legend or marking.

Re³™ Rodent Resistant Power and Control Cable
An innovative double shielding design paired with a durable LSZH or CPE jacket to mitigate wildlife attacks on cables for Utility or Industrial applications.

Re³™ Cable Pull Calculator
This tool equips users with a powerful and intuitive solutions for performing precise cable pulling calculations tailored to commercial, industrial, and utility scale projects.

Re³™ Reusable Rip Chip
A patent-pending tool designed to safely remove shrink-wrap from wire and cable reels without risking cut damage. This multifunctional device doubles as a collectible bottle opener, screwdriver head, key chain, and holiday ornament. It replaces utility knives for wrap removal, enhancing safety, efficiency, and user experience.

SIM*pull* MC-PCS Duo™ Cable
SIM*pull* MC-PCS Duo™ Cable is designed with a reengineered aluminum profile, offering a smoother armor shape.

SIM*pull*® THHN/THWN-2 Class C Flexible Building Wire
The new SIM*pull*® THHN/THWN-2 Class C stranded conductor features enhanced flexibility and malleability, enabling easy handling. Its design reduces spring back, helping the conductor maintain its shape and resist reverting to its original position during installation.

Re³™ CableTechSupport™ ChatBot
This intelligent virtual assistant harnesses the power of advanced AI, developed on a robust foundation of over 100GB of specialized engineering data and authoritative Southwire whitepaper publications.

UF-B Cable with Easy to Strip Jacket
This innovative cable features precision-engineered grooves along the outer jacket that act as visual and physical cut guides, helping installers make clean, accurate terminations.

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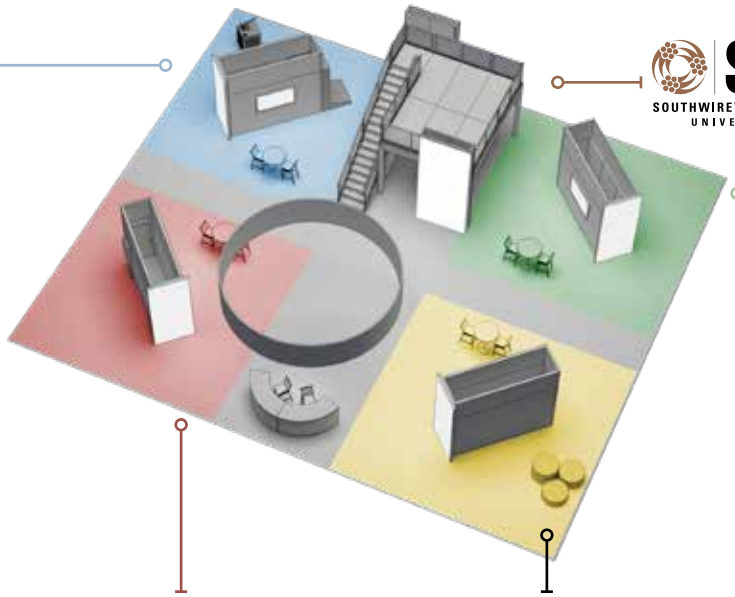
NECA BOOTH GUIDE



OUTSIDE: PRODUCT, PACKAGE, & PROCESS

2000–2025

THEN

- Romex® and SIM jacket - 2004
- Maxis® acquired - 2009
- *Coil*PAK™ - 2013

NOW

- Revamped cable pull calculator
- *Coil*PAK™ version 2
- Colored Romex®
- Comprehensive services of the contractor team

OUTSIDE: INTEGRATION / INNOVATION

1975–2000

THEN

- Original Rodmill - 1981
- Cofer Center - 1982
- Superconductors mid 1990s

NOW

- New Rod Mill
- New Cofer Center
- HV Services

OUTSIDE: SOLUTIONS DRIVEN

1950–1975

THEN

- Roy Richard Sr story
- SCR changing the world
- Triple E aluminum alloy

NOW

- The industry needs solutions
- SIM*pull*® Solution Family

OUTSIDE: POWERING TOMORROW

THE NEXT 25 YEARS

NOW

- Showstoppers
- Verticals
- Venture Capital Team
- SPARKS Innovation Center™

Southwire sparks INNOVATION CENTER™

INSIDE: SMALLER JOBSITES

- MC^{AP}® Cable
- SIM*pull*® Jacket
- SIM*pull*® NMLT Conduit
- SIM*pull*™ MC™ THHN/THWN
- SIM*pull* *Coil*PAK™ Wire Payoffs
- SIM*pull* *Coil*PAK™ Carts
- SIM*pull* Barrel™ Cable Drum
- GRIP*it*™ Pulling Device
- SIM*pull*™ Guideit™ Circuit Router
- BENDstation™ Work Station
- Rough Electrical Components
- Circuit Optimization
- Southwire® Contractor Solutions Professionals

INSIDE: MOBILIZATION

- Hand Tools (Wounded Warrior Project® collaboration)
- Test & Measurement
- Temporary Power Solutions
- Temporary Lighting
- Extension Cords
- Temporary Power & Power Distribution Layout

INSIDE: PRECONSTRUCTION

- CableTechSupport™ Services
- Southwire *SPEED* ™ Services
- Circuit Optimization
- Cablepull Calculations
- Temp Power Layout
- Southwire™ Solutions University Call out to SSU for more in depth demonstration

INSIDE: LARGE JOBSITES

- SIM*pull*® Reel
- Ropes
- Pullers
- Power Benders
- SIM*pull*® Configurator Plus
- SIM*pull*® Cable Pull Calculator
- SIM*pull*® 600v Calculator
- Southwire™ Solutions University

SCAN TO ACCESS NECA PRESS KIT

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