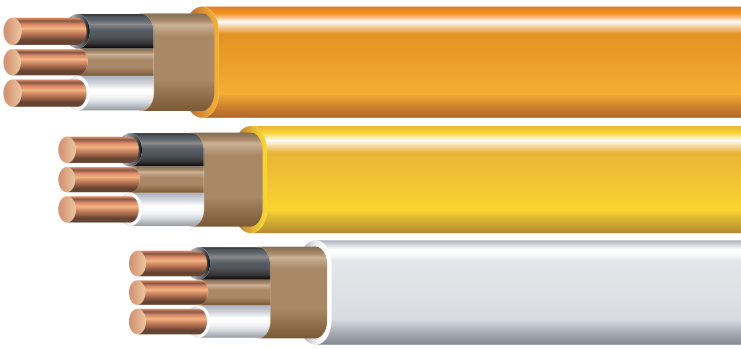
Southwire

Romex® BRAND SIMpull®

5 BIG-PICTURE THINGS TO CONSIDER FOR YOUR RESIDENTIAL BUILDING WIRE PURCHASE

Editor-in-Chief: Dr. Yuhsin Hawig, VP of Applications Engineering

Southwire's Romex® Brand SIM*pull*® NM-B copper cable is designed for residential branch-circuit applications. When it comes to purchasing building wires for single and multi-family homes, it's easy to focus solely on pricing and availability. Additionally, copper remains essential to residential wiring due to its conductivity, durability and long-term reliability. With demand at historic levels, responsible sourcing and efficient use have become increasingly important. This article serves as a valuable reminder to look at the bigger picture—how the material was tested, where the product was manufactured, what the brand represents, the vendor's mission and the long-term strategic vision behind the products chosen.



MADE IN AMERICA AND SUSTAINABLE CAPITAL DEPLOYMENT

When choosing building wire products, it is important to consider wires that are manufactured entirely in the United States and fully comply with the Build America, Buy America (BABA) Act under Public Law 117-58. The Made-in-America Romex® Brand SIM*pull*® NM-B copper cable meets Buy American and Buy America Act (BAA) requirements per 49 U.S.C. § 5323(j) as well as the Federal Transit Administration Buy America requirements per 49 C.F.R. part 661. Leading wire and cable manufacturers, including producers of residential building wires, are expanding capabilities and footprint to meet the needs of customers and communities. The best performers are not just growing; they are growing sustainably through capital deployment that modernizes and builds new facilities with efficiency and sustainability front of mind. When evaluating suppliers, buyers should ask whether sustainability is embedded in all capital-related from the outset. Southwire, for example, invested millions in modernization of operations and facilities in 2024 and in comfort cooling for high-temperature sites.

ISO-9001 ACCREDITATION FOR QUALITY MANAGEMENT

Romex® Brand SIM*pull*® NM-B copper is not only made in America but is manufactured in ISO 9001:2015–accredited facilities, including the copper rod mill and building wire plants in Carrollton, Georgia. ISO 9001 is a globally recognized standard for quality management. Raw material selection is inseparable from manufacturing integrity. From copper rod casting to drawing, extrusion and jacketing the finished cable, every stage is executed by a single manufacturer. The copper rod itself is produced using SCR® (Southwire Continuous Rod) systems, which supply more than 50% of the world's copper rod capacity. This technology enables the production of Electrolytic Tough Pitch (ETP) copper rods using equipment developed and refined inhouse since the technology was first adopted for wire and cable manufacturing in 1965. This level of vertical integration—from copper rod to insulated copper building wire—ensures consistent material quality, full supply-chain traceability, and reduced variability between production batches.

RESPONSIBLE SOURCING THROUGH THE COPPER MARK®

The Copper Mark® process is the leading assurance framework promoting responsible practices across the copper value chain. To earn this recognition, each manufacturing site undergoes a rigorous independent assessment covering climate action, community health and safety, business integrity, responsible supply chains and an inclusive employee experience. Southwire's copper rod and building wire plant in Carrollton, GA, USA, where Romex® Brand SIM*pull*® NM-B copper products are manufactured, received The Copper Mark® recognition in 2026. Additional Southwire facilities, including the Douglas Plant in GA, USA; the Starkville Plant in MS, USA; and the plants in Bremen, IN, USA; Lafayette, IN, USA; and Denton, TX, USA, have also earned this recognition. Southwire's commitment to doing things the right way—not just the easy way—has transformed sustainability into a true competitive strength. This sourcing milestone reflects the company's leadership, discipline and belief that progress and responsibility go hand in hand. Achieving The Copper Mark® recognition serves as independent, external validation of responsible, sustainable manufacturing practices—a standard that distinguishes leading manufacturers and should matter to buyers making long-term sourcing decisions.

Building Solutions **Sustainability** **Romex® Solutions**

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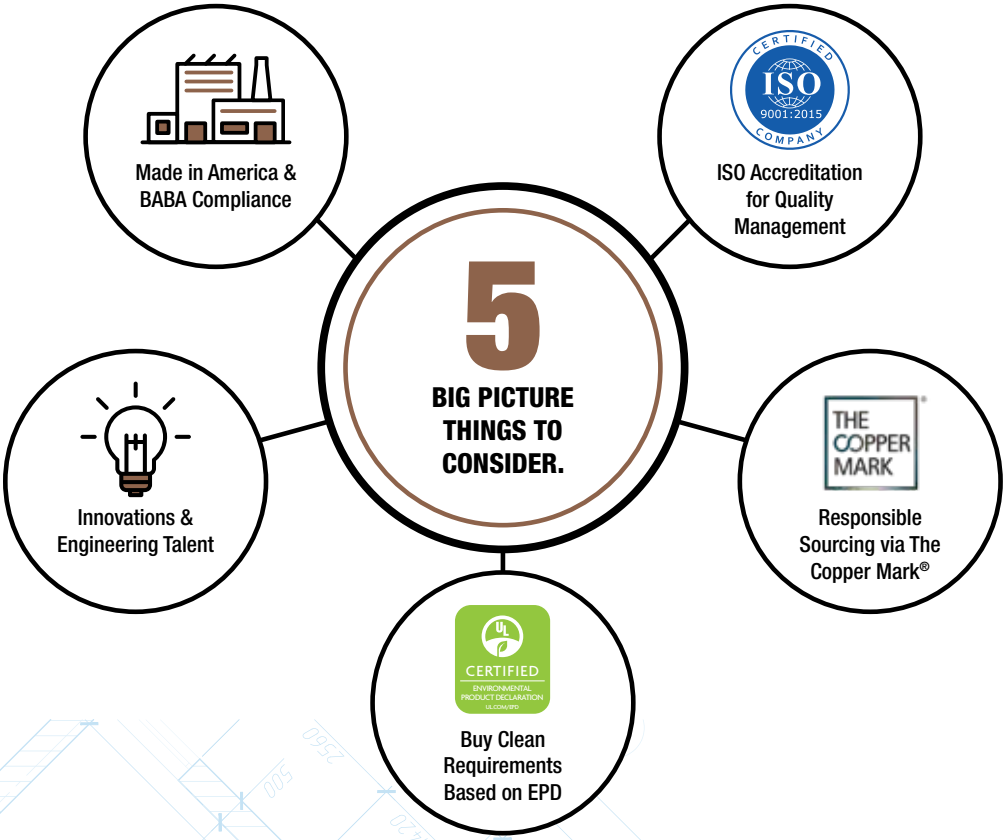

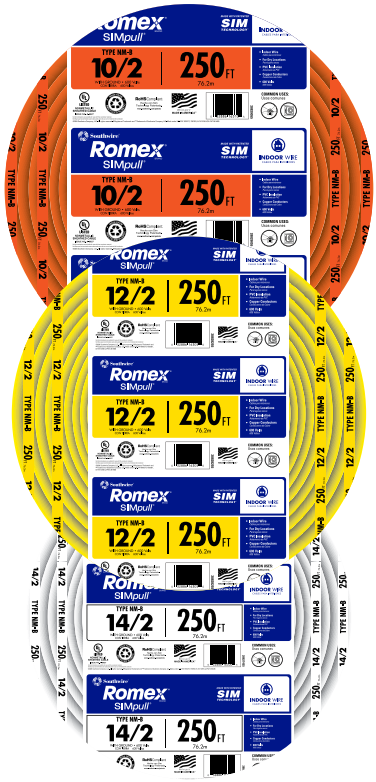

BUY CLEAN INITIATIVE BASED ON ENVIRONMENTAL PRODUCT DECLARATION (EPD)

An Environmental Product Declaration (EPD) is a standardized, third-party-verified report that communicates a product's environmental impacts across its entire life cycle from raw material extraction through manufacturing, use, and end-of-life. Many wire and cable manufacturers can carry independently verified EPD documents, including Southwire's Romex® Brand SIM*pull*® NM-B. Each EPD publication is developed in accordance with globally recognized standards, including ISO 14025, EN 15804 and ISO 21930. As low-carbon procurement and "buy clean" initiatives accelerate across the industry, EPDs have become a powerful market differentiator. Forward-thinking buyers and younger generations, particularly in the construction sector, increasingly rely on EPDs to gain clear insight into embodied carbon and other environmental impacts. By offering this level of transparency, companies build trust, support sustainability-driven decision-making and position their products as the preferred choice for environmentally responsible projects.

INNOVATION AND ENGINEERING TALENTS

Established in 1992, Southwire's D. B. Cofer Technology Center is a 50,000 ft2 premier R&D hub dedicated to wire and cable testing, new product development and prototyping. The facility is ISO 17025 accredited by the American Association for Laboratory Accreditation (A2LA) and certified by UL and CSA Group, enabling Southwire to accelerate new material qualification and long-term performance evaluation. It is also the birthplace of many patented technologies and proprietary formulations, including the materials used today in Romex® Brand SIM*pull*® NM-B cable and other building wire products. The W. M. Berry Innovation Center, completed in 2025, is a multi-million-dollar, 46,000 ft2 facility focused on sustainable engineering and high-performance cable technology. Southwire's R&D and engineering organization includes nearly 100 subject-matter experts across diverse disciplines, including electrical, mechanical, chemical, polymer, civil and industrial engineering. Additional qualifications across the team include Professional Engineering (PE) certifications, master's degrees and Ph.D. degrees in physics and engineering.

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