

Leverage the New Northwire.com Site and You Can Be the Supply Chain Hero

Written by Australian Business

OSCEOLA, WI ,September 15, 2013 **/24-7PressRelease/** -- Northwire, Inc. (NWI), an industry-leading original equipment manufacturer (OEM), launches a customer-centric website and mobile commerce tool to empower the strategic sourcing and design of custom technical wire and cable, retractile cords, cable assemblies, connectors, harnesses and contract manufacturing with maximum efficiency and ease of use. This new NWI site now available in English, will also become available in Spanish within the coming months.

With over 8,000 standard products and infinite custom cable configurations available, Northwire designs and manufactures innovative solutions for their esteemed customers in life sciences, energy, industrial, aerospace and defense markets. Often integral to their products' functionality, NWI's wide depth and breadth of product offerings are aptly regarded as life lines by customers.

"At Northwire, our customers deserve the best," explains Kevin Rector, Technical Sales Manager, "not only is it paramount to have the fastest lead times with the highest quality, our team collaborates with you to customize flexible inventory management programs designed to meet your exact needs." Celebrating over 25 years with the Northwire Team, Rector emphasizes, "Northwire's strategic partner programs and no minimum order quantities complement your operations. Saving you time and money is our goal, which is why we are pleased to increase the velocity of process and information flow with our newly launched digital platforms."

Driven to meet their customers' exact specification and exceed their service expectation, Northwire counts down 5 easy steps to reducing inventory and increasing the flow of cash, materials, process and information - bringing you a little closer to being the supply chain hero:

No. 5. FLEX YOUR BRAIN AND BRAWN

OPPORTUNITY: Your company's growth and diversification into new territories, markets and products creates added layers of complexity, additional time and creates resource poverties.

LEVERAGE: Don't increase your overhead burden. Instead, streamline your supply chain by working with vertically-integrated companies with a comprehensive product and services portfolio and life cycle management expertise, such as leading cable manufacturer Northwire. Flex the power of your purchasing strength, work with a leaner supply chain, realize cost avoidance and start enjoying cost savings, increase productivity and on-time delivery.

No. 4. GET RIGHT SIZED, NOT SUPER SIZED

OPPORTUNITY: Your suppliers are scattered amongst dozens, sometimes hundreds of vendors, which means your procurement and engineering is crushed not only by the weight of managing the multitude of vendor relationships, but also the struggle to sort through the disparate data, technical information, requirements matrices and more.

LEVERAGE: What can you do? Engage in the healthy exercise of rationalizing your supply base. By identifying your critical needs and awarding spending to a smaller number of strategic suppliers with the most to offer, you have removed a super sized amount of complexity. Northwire's wide depth and breadth of product life lines will serve your "go to market" initiatives. Featuring high technical readiness levels and open architecture for optimal interoperability, innovative Northwire solutions support modernization efforts and technical insertions to manage obsolescence.

No. 3. AGILITY

OPPORTUNITY: The only thing constant is change. To maintain your competitive edge, your business has to rapidly respond to market changes, new product development, spikes and downturns, shortages of critical components, and more. Agility is the key to survival.

LEVERAGE: Responsive, flexible partners will react immediately to business critical events. With quotes for standard and custom cable and wire, retractile cords, connectors, harnesses, cable assemblies, injection molded plastic parts, and over-molding in 24 hours or less and custom cable with design-to-deliver in 5 days or fewer, NWI will support your Research and Development, Test and Development, New Product Development and low rate initial production through full rate production. Your rapid response manufacturer will help you avoid write offs and the dreaded line down.

No. 2. OPTIMIZE AND SYNCHRONIZE

OPPORTUNITY: There is no such thing as a crystal ball. That said, working closely with

vendors who have highly-customized programs designed specifically to meet your exacting requirements is the next best thing. Increasing your on-time delivery helps you avoid expedites and high inventory levels.

LEVERAGE: Specialized integrated systems, electronic data interchange, vendor managed inventory, kanban and stocking programs provide the greatest visibility into forecasts, consumption and inventory levels. Working collaboratively, create a flexible program with Northwire for just-in-time delivery, blanket purchase orders, safety stock and more. You can cut costs through inventory reductions and avoid expedites by replenishing your supply at the right time with the right product.

No. 1. MYOPIC FOCUS

OPPORTUNITY: Maintain laser focus on the vital two, not few. First, dedicate your valuable time to inventory reduction initiatives. Second, improve the speed of process and information flow.

LEVERAGE: With same day, fast delivery and Northwire's no minimum order quantity, you can buy less more frequently, free up your cash, and reduce inventory. Northwire believes that effective communication is integral to the velocity of material, process and information flow. We are pleased to offer factory tours, lunch and learn events, on-site visits, white papers, webinars, live chat and a newly launched product and service catalog. Of course, you can also reach us the old-fashioned way by phone, mobile and text. And, to be an effective strategic partner to you, we encourage you to contact our team and interact with our latest digital tools and travel with the speed of light - 24/7.

Designed to complement Northwire's suite of personalized vendor-managed inventory solutions, the pioneering Northwire.com features a convenient, responsive web design, optimal viewing experience, ease in reading, and navigation requiring minimal resizing, panning and scrolling. Customer supportive resources integrated with Northwire.com are easily accessible by smart phones, tablets and other mobile devices and do not require users to download additional applications.

Access more technical information faster with the interactive "digital toolbox" that is fully

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accessible via mobile devices. Built for speed and convenience, the next generation toolbox features a variety of engineering resources, including:

- Electrical Calculator
- Stranding Conversion Chart
- Ampacity Chart
- Metric Conversion Chart
- Color Chart
- Infographics

In addition to practical digital tools and resources, the readability and site aesthetics are improved with enhanced visuals, fresh photography and a user-friendly interface. Complex technical information is presented through charts and visually descriptive infographics, providing the ability to source standard and custom cable products by agency compliance, market, end-application or user-requirements.

Intended to streamline and simplify, NWI's signature infographics reduce time spent sourcing standard wire and cable or designing custom cable. Pioneering infographics are also illustrated in the 2013 NWI Lab360 catalog - available in English, Spanish, print or digital download. (Available [here](#).)

The Northwire.com redesign exemplifies NWI's 41+ year commitment to reciprocating our customers' loyalty and achieving the highest level of customer satisfaction. The cable manufacturer leverages professional certifications in Six Sigma, Lean, Project Management and the American Society for Quality to ensure the highest quality wire and cable products. Northwire is also renowned in providing personalized service excellence with quotes in 24 hours or less, same day custom cable products, free cable and wire samples, rapid cable prototyping, the fastest lead times in the industry and no minimum quantities on wire and cable orders.

Find out more about Northwire solutions at 800.468.1516, cableinfo@northwire.com, or through Live Chat.

About Northwire Cable manufacturer, Northwire, Inc., celebrating over 41 years of innovation, is a registered woman-owned small business (WOSB) with corporate headquarters and manufacturing in Osceola, Wisconsin, a professional sales & design engineering center in Carson City, Nevada, and engineering and manufacturing in Santa Teresa, New Mexico. The cable engineering company is the premier partner for the design, manufacture and contract services of custom technical products including wire and cable, retractile cables, cable

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assemblies, connectors, harnesses, injection molding, over-molding and contract engineering and OEM (Original Equipment Manufacturer) for diverse applications in life sciences, energy, mil spec, industrial, machine vision, architectural lighting, underwater, and more. Northwire is a member of NDIA (National Defense Industrial Association), NCMA (National Contract Management Association), RIA (Robotics Industries Association), AIA (Automated Imaging Association), Fieldbus Foundation, ODVA (Open DeviceNet Vendors Associations) and WAI (Wire Association International), among others.

For more information, visit <http://www.northwire.com>.