

# Schaedler Yesco Distribution Expo

March 28, 2024



# Discussion Topics

- Priority Overview
- PriorityPlex
- Logistics & Fulfillment Focus
- Priority Full Offering
- Value Added Services
- Product Highlights
- Unique to Priority Wire

# Priority Overview

- Private company owned established by industry veterans in 1993
  - Quick decisions, customer first mentality
- 2023 Sales = \$1.3B
- Number 1 supplier of Aluminum Building Wire in the U.S. to Electrical Distribution (Source: NEMA)
- Largest supplier of Aluminum 2kV Solar Cable in the U.S.
- 630 Full time employees throughout the U.S. and Canada in 19 cities which provides 3,043,132 sq. ft. of warehouse space.
- ***“Most Unique Company in the Wire & Cable Industry!”***
- **Manufacturer and a Redistributor**
- Sell only through Distribution (No direct sales relationships with EPC’s or EC’s.)

# Priority Overview

- **Manufacturers we compete against:**

- Encore, General Prysman, Southwire
  - How we differentiate from our competition:
    - We out service them with a larger product offering.
    - Ease of doing business.



- **Redistributors we compete against:**

- Omni, A-Z, Houston Wire, Charlotte Wire, DWC
  - How we differentiate from our competition:
    - We stock more inventory than all of them **COMBINED!**
    - We offer a more diverse product offering

# INTRODUCING

# PRIORITY-PLEX

*Aluminum Twisted Cable*



**Pulls Like a Single Cable**

**Labor & Material Savings**

- Easier, Faster Pulls
- Smaller OD than Parallel
- Requires Lower Pulling Force
- Available With and Without Grounds
- No Pulling Lubricant Needed
- Reduces Number of Pulls
- Saves Storage Space



**PRIORITY**  
WIRE & CABLE, INC.

# PRIORITY-PLEX



## Aluminum Twisted Cable

600/1000V

XLPE Insulation



Priority-Plex™ takes your multiple single reel XHHW-2 conductors, and twists them at the factory making them handle like a single cable. Priority-Plex™ cables have a smaller/unified diameter than parallel which makes pulling them easier and faster. One pull vs multiple pulls with single reels can result in over 50% labor savings.

Priority-Plex™ is insulated with slick XLPE insulation so no pulling lubricant is required and it holds up better to the handling of the cable during installation. Suitable for installation in raceways, channels, conduits and ducts. For sizes 1/0 and larger the plex'd unified diameter may allow you to use smaller cable trays.

**CONDUCTORS:** AA-8000 Series Aluminum Alloy

**SPECIFICATIONS:** UL44/C22.2 No.38

UL 1685

**INSULATION:** Cross-linked polyethethylene (XLPE)

UL 2556

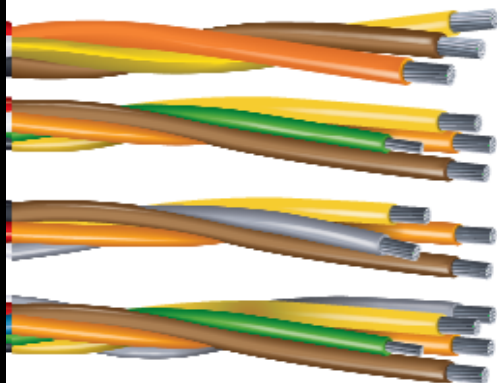
Sunlight Resistant, Rated -40°C to 90°C

ASTM B800/B801

### Available in 3 & 4 Conductors, With and Without Grounds

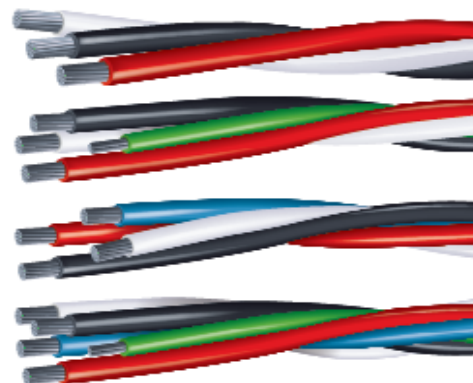
277/480V:

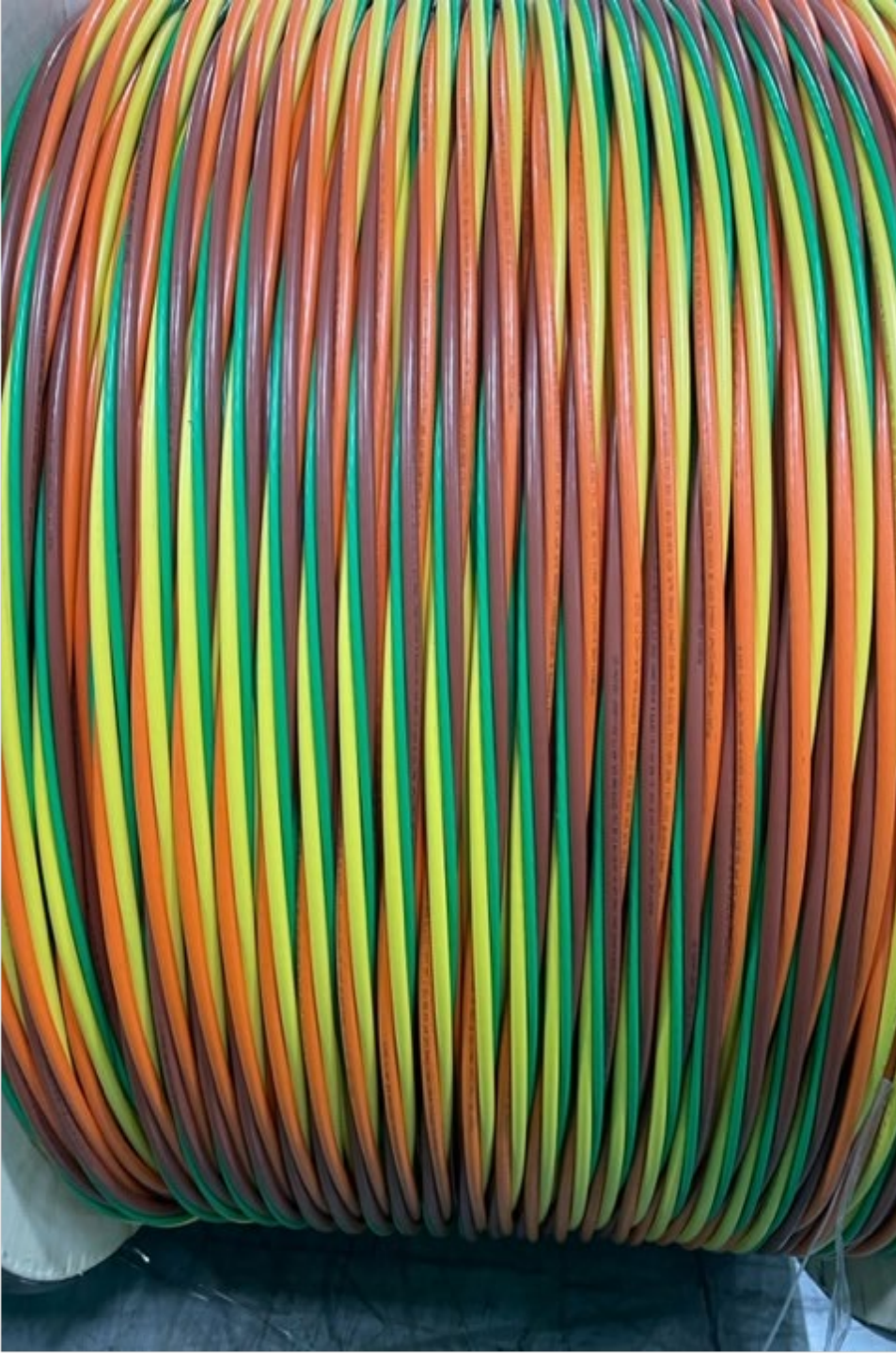
Brown, Orange, Yellow, Gray



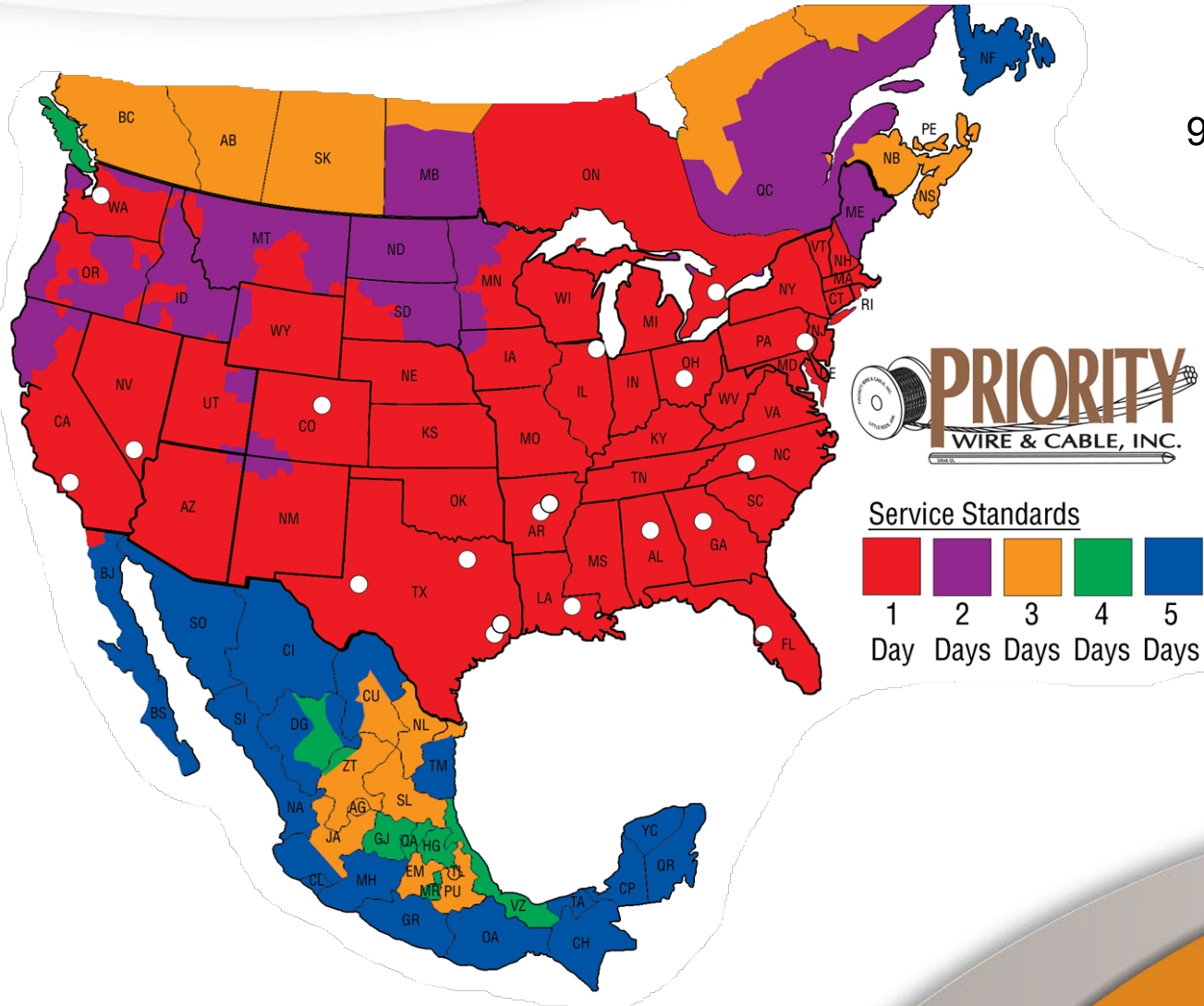
120/208/240V:

Black, Red, White, Blue





# Location Map



3,043,132 Sq Ft.  
94% Next Day Service  
24/7/365 Service





# Focus on Cost To Serve

- 24-hour turnaround accountability from order entry to shipment.
- No waiting for the factory to build your order and set it on a weekly truck.
- No wasted time expediting orders.
- Every order is photographed for quality assurance.
- Complete shipments = less receipts and invoices.
- 24/7/365 Service Model – Emergency Service
  - Inside Sales – Direct access to 80+ Wire & Cable specialists.
  - Additional support – Branch Managers, Regional Managers, National Account Managers, Vertical Market Specialists (Solar, Telco, Utility, Industrial, Water)
  - Employ local rep agencies to support on site if needed.

# Product Offering

More than Aluminum

## SPECIALTY/INDUSTRIAL

22.2%

Medium Voltage, Tray Cables, Instrumentation, Belden Equals, Airguard®, Armored Cables



## MC CABLE & FLEXIBLE CONDUIT

2.4%

Copper from 14 awg to 750 MC Cable, EFLT, NMLT, RWA, RWS, UALT



## SHELF GOODS

4.8%

Fire Alarm & Security, Thermostat, Category Cables, Coax, Circuit size copper MTW, TFN, TFFN, THHN and XHHW, Landscape Lighting, Temp Lighting, Extension Cords



## ALUMINUM

41.6%

SER, SEU, XHHW, THHN, Priority-Plex®, USE, MHF, 600V UD, Aluminum MC



0.8%

## GROUND RODS

Copper and Galvanized plus Clamps and Couplings



7.7%

## PORTABLE CORD/RUBBER

DLO, SOOW, SJOOW, Mining Cables, SJTW, Type W and P



0.6%

## TELCO

OSP Fiber, Central Office Power Supply Cable, Guy Wire



4.90%

## SOLAR or PV

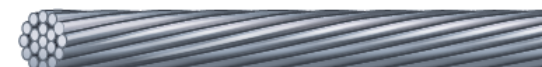
Aluminum 2KV Feeders, Copper String wire and Medium Voltage



14.9%

## UTILITY

ACSR / AAC / AAAC, Guy Wire, Medium Voltage



# Value Added Services

*There is money in wire and cable.*

- Custom Cuts
- Paralleling – THHN and XHHW available in 10 colors. No need for phase tape.
- Stacking / Layering
- Pulling Eyes
- Same Day Shipping
- Order Acknowledgement
- No Minimum
- Striping
- Wire Management
  - Kitting
  - Custom labels

# Product Highlights

- Priority-Plex
- Belden Equals
- Aluminum Tray Cable
- Lifeline – Fire Resistant Cable
- EcoSafe – Central Office Power
- Medium Voltage Aluminum and Copper
- Airguard
- MC Feeder Aluminum



# Product Focus

Industrial



**TRAY CABLE**  
600V

- THHN / PVC (VNTC®)
- XHHW / PVC (XLP/PVC)
- XHHW / CPE (XLP/CPE)
- EPR / CPE
- Shielded / Unshielded



**INSTRUMENTATION CABLE**  
300V & 600V

- PVC / PVC
- THHN / PVC
- XHHW / LSZH
- EPR / CPE



**ARMORED CABLE**  
600V / 5KV / 15KV

- CableX Continuous Corrugated Armor
- TECK 90
- Aluminum Interlocked Armor
- CSA-HL
- MC-HL



**EQUALS TO BELDEN® CABLES**

- Multi Conductor
- Multi Pair
- Industrial Automation
- Sound & Security
- Plenum & High Temp



**MEDIUM VOLTAGE CABLE**  
Aluminum & Copper

- 2.4KV non-shielded
- 5KV copper tape shield
- 15KV copper tape shield
- 25KV 133% / 35KV 100% copper tape shield
- 35KV 133% copper tape shield



**HIGH TEMPERATURE CABLE**  
SIS, MTW, FEP

- SRML 150 / 200C
- TGGT 250C
- MG 458C



**AIRGUARD® CABLE**  
600V / 5KV / 15KV

- Low Voltage
- Medium Voltage
- VFD



**VARIABLE FREQUENCY DRIVE CABLE (VFD)**  
600V / 2KV / 5KV

- 3 cond w/3 grds
- 4 cond
- Armored



**THERMOCOUPLE CABLE**  
300V / 600V

- Single & Multi Pairs
- JX, KX, TX, EX, R/SX, NX
- Armored



**PORTABLE CORD**

- S00W
- SJ00W



**WELDING CABLE**

- Black
- Red
- Green



**DLO**

- 2KV
- UP TO 1111MCM



**MINING CABLE**  
600V / 2KV / 5KV / 8KV / 15KV

- Type W
- Type G & GGC
- SHD-GC
- MP-GC

# Product Focus

*Portable Power – Industrial Rubber Products*

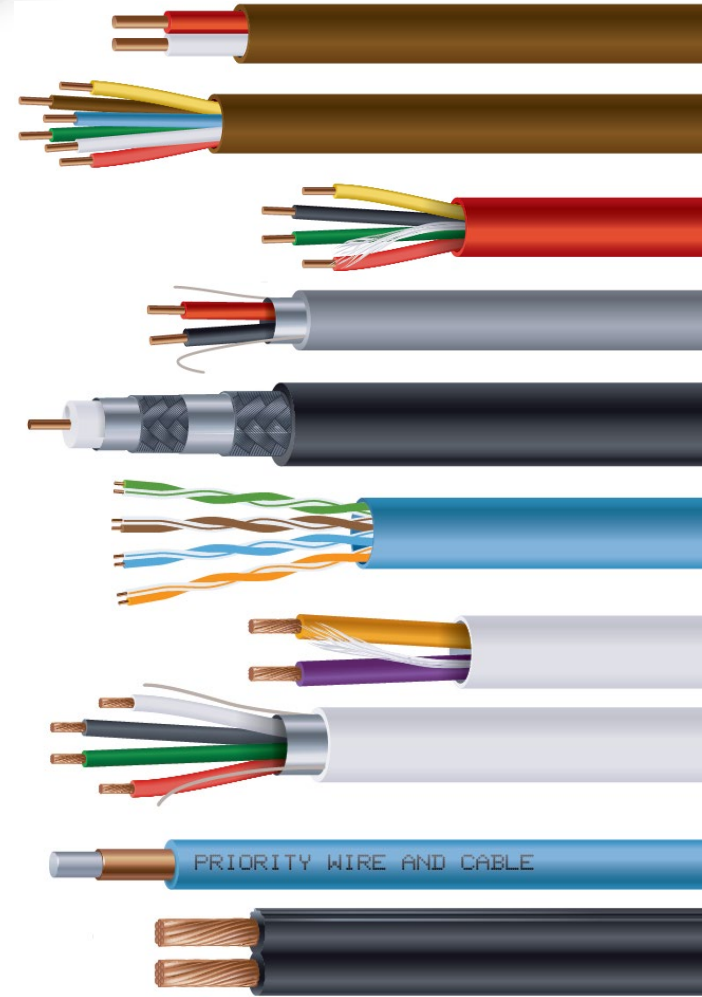
- SOOW / SJOW
- SEOOW / SJEOW
- STOW / SJTO
- Welding Cable
- DLO
- Type G-GC
- Type W
- Type P
- Mining Cable



# Product Focus

*Shelf Goods*

- MTW / TFN / TFFN
- Coax
- Thermostat
- Security
- Fire Alarm
- Extension Cords
- Range & Dryer
- Power Supply Cords
- Bare & Tinned Copper
- Temp Lighting



# Product Focus

*Cu MC Cable & Flex*

- Circuit Size, Solid and Stranded
- Intermediate Size Stranded
- Feeder Size Stranded
- HCF—Healthcare Facility
- IG—Isolated Ground
- MC-VC™ 12/2 with 16/2 control (Voltage and Control – Luminary Cable)
- Super Neutral and Neutral per phase
- Home Run Cable
- Parking Deck or PVC Jacketed
- FLEXIBLE CONDUIT—RWA, RWS, NMLT, EFLT



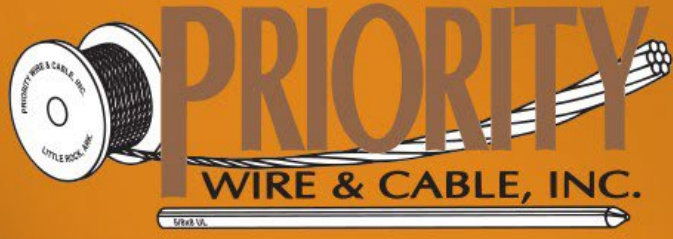


# Product Focus

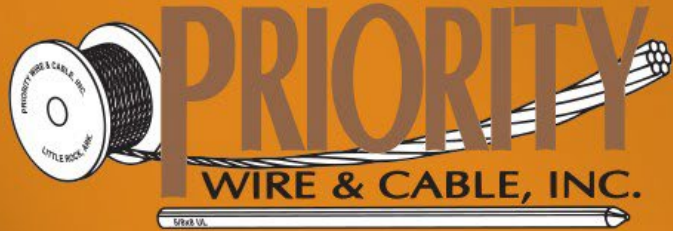
*Unique to Priority Wire & Cable*

- **Lifeline\* 2 Hour Fire rated cable – EXCLUSIVE**
  - [www.lifelinemc.com](http://www.lifelinemc.com)
- **Prysmian Airguard™ Cable Solutions:**
  - Only Border States, Priority Wire, and Rexel
  - High resistance to chemical attack
  - Lightweight and flexible
  - Reduced transport and installation cost
  - High mechanical and environmental protection
  - Low environmental impact due to the absence of lead sheath
- **ECOSAFE\* Central Office Products (COP) competes with Southwire/ ElectroWire – “Telcoflex”**





**Questions?**



**Thank you**