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The Edge Group Announces Addition of New Preferred Supplier Southwire Company

(HOUSTON, July, 2020) – Continuing their growth track, The Edge Group, a leading distributor-owned buying and marketing group in several industries, today announced the addition of Southwire Company as the organization's newest preferred supplier. Southwire, which is based in Carrollton, Georgia, is one of the world's leading manufacturers of Wire and Cable, Tools, Components and Assembled Solutions.

"The Southwire Team is super excited to join forces with the Edge Team to provide our products, solutions, and services to their membership," said Jason Powell, Southwire Vice President. "The Edge Group offers a unique platform and strong membership roster we look forward to serving for years to come."

Established in 1950, Southwire provides cost-competitive wire and cable solutions to its customers with a focus on quality, sustainability, and customer service. Since its inception, Southwire has grown to a \$6 billion company that produces wire used in nearly one of every two new homes built in the United States.

This alliance was recommended by the Edge Group's newly formed Supplier Action Team (SAT) for Data, which is comprised of Edge Members. The SAT felt this would be an ideal line to complement the group's other programs. With their competitive price points, excellent service & quality products, this line is expected to bring great opportunity for increased business to Edge's expansive distributor network.

"Having Southwire as part of the Edge Roster will be very beneficial for the entire group", said SAT chairman Bob Niekamp of Electronics Supply Co., based in Kansas City, MO. "Their products are known for their superior quality and the Edge members look forward to offering them to their customers as a preferred supplier."

Added Don Koehler, Edge Group's Sr. Vice President of Sales, "Southwire is an ideal Edge partner. Working closely together, our intent is to help Southwire increase their already strong presence in the local and regional markets our members serve."

About Southwire Company

A leader in technology and innovation, Southwire Company, LLC is one of North American's largest wire and cable producers and an emerging influence in the industrial electrical space. Southwire has a wide breadth of voice, data and electronic cables that help meet the needs of contractors and supply complementing electrician's hand tools, VDV tools, and testing equipment and meters. Visit them online at: <https://www.southwire.com/>

About The Edge Group

The Edge Group, founded in 1990, is a distributor-owned buying and marketing group with the strength, inventory, and sales equivalent to those of national distributors with more than \$1.2 billion in annual buying power. The group has over 1200 stocking locations throughout the U.S. and Canada representing more than 200 supplier lines serving the datacom, security, low voltage, AV, electronic MRO, and electronic OEM industries. Learn more at: <http://www.edge-group.com>.