

Prysmian | Encore Wire Showcase Electrical Expertise and Solutions at NECA 2026

Highland Heights, Ky., September 30, 2026 – Prysmian | Encore Wire, the leading provider of solutions for energy and digital connections, will share its electrical expertise and wire and cable solutions at the NECA 2026 Convention & Trade Show, October 4-7 at the Mandalay Bay Convention Center in Las Vegas. Attendees can visit Prysmian | Encore Wire at booth #6118.

Prysmian | Encore Wire will highlight innovative, labor-saving and safety-focused solutions that help electrical contractors save time, improve productivity and meet the demands of increasingly complex projects. Its portfolio includes THHN, XHHW, NM-B, MC, tray, power and medium-voltage cables, AIRGUARD®, DLO and more. Contractors also benefit from value-added services and capabilities, including cutting and paralleling, BABA-compliant solutions and industry-leading delivery.

“We’re excited to return to NECA and showcase solutions built around the needs of electrical contractors, from products that streamline wire handling and installation to advanced cable technologies for demanding industrial and data center applications,” said **Brian Moriarty, Senior Vice President of Industrial and Construction, Prysmian North America**. “By bringing together the strengths of Prysmian and Encore Wire, we can offer contractors a comprehensive portfolio backed by the service and support they need to work safely, efficiently and productively.”

Visitors can learn more about Prysmian | Encore Wire’s solutions at booth #6118. Featured products include:

- **Mega Coil®** – A large-capacity metal-clad cable coil engineered for long, continuous runs that streamline installation, reduce scrap, and boost prefabrication efficiency.
- **PullPro®** – A lightweight, portable wire-pulling system that improves safety and agility while eliminating the need for additional tools or heavy equipment.
- **Reel Payoff® Premium** – A self-spinning wooden reel upgraded with metal reinforcements and pre-cut wire-tail slots, designed to handle virtually any wire size for large-scale projects.
- **CAROL® cord & low-volt electronics** – A trusted line of durable, flexible cords and electronic cables built to withstand harsh environments while keeping job sites powered and connected.
- **AIRGUARD®** – A protective cable technology featuring superior mechanical strength, crush resistance, and environmental durability for demanding industrial applications.
- **Lifeline®** – Specialty fire-rated cables designed to maintain critical circuit integrity and performance during emergency situations.
- **Industrial & Data Center Products** – Comprehensive cable and connectivity solutions tailored for industrial facilities and mission-critical data centers, ensuring reliable power, scalability, and uptime.

Prysmian | Encore Wire combines a broad product portfolio with quality products, high fill rates, quick deliveries and service to help contractors meet their project needs.

Learn more about Prysmian | Encore Wire at www.encorewire.com.

Prysmian North America

Based in Highland Heights, Ky., Prysmian North America is a benchmark player creating solutions for energy and digital connections, delivering major electrical transmission projects, modernizing power grids, and unlocking renewable energy, electrification, and digital connectivity worldwide. Prysmian’s strategy is perfectly aligned with the main market drivers by developing resilient, high performing, sustainable, and innovative cable systems for the transmission, power grid, electricity, and digital solutions segments. Prysmian’s North American operations include more than 50 locations and 9,000 associates with sales of \$9 billion. Additional information is available at na.prysmian.com.

Globally, Prysmian is enabled by its 34,000 employees, 109 production facilities and 30 R&D centers in over 50 countries. Prysmian is a public company, listed on the Italian stock exchange and recorded 2025 revenues of approximately €20 billion.

Media Relations

Anna Wright
VP, Marketing & Communications
anna.wright@prysmian.com

Justine David
Mower
jdavid@mower.com