

## Prysmian | Encore Wire awarded Best Booth Award at NECA 2026 Convention and Trade Show

**Highland Heights, Ky., Oct. 28, 2026** – Prysmian | Encore Wire, the leading provider of solutions for energy and digital connections, is pleased to announce it was awarded the NECA Best Booth Award (700+ sq. ft.) at the 2026 NECA Convention and Trade Show in Las Vegas.

“We are thrilled to receive this year’s Best Booth Award. This recognition reflects not only the quality of our products and services, but also the passion, creativity, and dedication of our entire team, whose efforts made our booth such a standout success,” said Brian Moriarty, SVP Industrial & Construction Prysmian | Encore Wire and President of Atkore. “Thank you to NECA and our valued partners for this honor.”

This year’s booth featured a Wired for Speed™ theme, highlighting the innovative, labor-saving, and safety focused solutions that help electrical contractors save time, improve productivity, and meet the demands of increasingly complex projects, including:



- **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® Fire-resistive Cable Systems** – 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.
- **Cable Accessories** – Prysmian combines medium-voltage cable expertise with a comprehensive portfolio of Network Components for reliable, installation-efficient power distribution from 5kV to 35kV.

To learn more about Prysmian | Encore Wire, visit <http://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.

Since 2018, Prysmian has grown through acquisitions of General Cable, Encore Wire, Channell, and Atkore. Prysmian North America's sales are approximately \$9 billion. With Atkore, Prysmian North American operations include more than 80 locations and 14,000 associates. Additional information is available at [na.prysmian.com](http://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.



The planet's pathways

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