

Prysmian | Encore Wire Showcase Electrical Expertise and Solutions at The NECA Show

Highland Heights, Ky., September 11, 2025 – **Prysmian | Encore Wire**, a world leader in the energy and telecom cable solutions industry will share its expertise during the NECA 2025 Convention & Trade Show held at McCormick Place in Chicago, September 12-15, 2025 (booth #4038).

Prysmian | Encore Wire will debut together in a large, 800-square-foot booth that will showcase the innovative, labor-saving, safety-focused, and clean energy wire and cable solutions that are offered to electrical contractors.

“The combination of Prysmian and Encore Wire is powerful. We are a one-stop manufacturer dedicated to extraordinary service and innovative solutions for every electrical need,” **said Brian Moriarty, Senior Vice President of Industrial and Construction, Prysmian North America.** “Our expertise allows contractors to work smarter with the industry’s premier products designed to save time, increase efficiency, and deliver outstanding value.”

Visitors to booth #4038 will see a broad portfolio of electrical solutions spanning traditional, specialty, and advanced products, 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®** – 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.

These offerings highlight how Prysmian and Encore deliver the most complete and reliable product suite in the industry, manufactured with a commitment to quality, speed, and American-made excellence.

Learn more about Prysmian | Encore at <https://na.prysmian.com/encore-wire>.

Prysmian North America

Based in Highland Heights, Ky., Prysmian North America is a benchmark player in the energy transition and digital transformation. 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 29 plant locations and nearly 8,000 associates with net sales of \$8 billion.

In 2024, Prysmian joined forces with Encore Wire to [enlarge the company’s product portfolio](#) and dramatically improve service offerings to customers. As Prysmian continues its evolution from a cable manufacturer to a solutions provider, the Encore partnership combines superior customer service, quality, and speed to unlock major energy priorities, including data centers, industry, and strengthening of the U.S. power grid. Additional information is available at na.prysmian.com.

Globally, Prysmian is the largest cable solutions provider in the world, with more than 33,000 employees, 107 production plants and 27 R&D centers in over 50 countries. In 2024, global sales exceeded €17 billion.

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