

LEADING A NICHE MARKET



CorporateProfile

www.sea-wire.com





Outside view of SEA Facility in Madison AL

SEA WIRE AND CABLE, INC.:

LEADING A NICHE MARKET

SEA Wire and Cable is a major distributor of wire and cable with a focus on the aerospace military market

Written by Militza Richard & Produced by Sean Bakke

Headquartered in Madison, AL, SEA Wire and Cable, Inc. provides its clients with a full stock of mil-spec wire, cable and related wire harnessing products. With a specialty in demanding electronic applications, SEA Wire and Cable takes pride in offering quality products, outstanding customer service and informed technical support in addition to its fully stocked warehouse.

“On a day to day basis, we are a leading distributor for those products,” says General Manager Marty Clark.

Founded in 1970 as a manufacturer’s rep, SEA began to expand its focus into the stock and distribution of military wire and cable in the 1980s. Since then, the company has continued to horizontally grow their product offering and improve their systems to provide customers with the high level of service they have come to expect

from SEA for more than 39 years.

Today the company stocks in excess of 11,000 items including more than 700 different types of wire amounting to over 60 million feet of wire in its newly expanded warehouse. With products available 24 hours a day 365 days a year, the company has developed a substantial client base of nearly 5,000 customers including Boeing, Raytheon, Northrop Grumman, Unison Industries, Lockheed Martin and other aerospace industry leaders. In fact, Jim Duggan, National Sales Manager says he likes to think of the company as a “supply chain manager” for its clients.

A small woman owned business, SEA Wire and Cable was founded by Gary Griffin, father of current President Dana Town. Griffin passed the company down to his daughter, and the company continues to operate as a family environment with a dedication to hard work.

Cables you trust.
Service you deserve.



Performance as tough as your application

From the harsh environment of the factory floor to critical controls on an offshore oil rig, Alpha Wire products excel in taming tough applications. We design and manufacture every cable to meet the critical demands of real-world applications. Using premium materials, advanced manufacturing, and world-class quality control, we approach every product knowing its operation is critical to the applications success.



Manufacturing | SEA Wire and Cable | 5

CONTINUOUS IMPROVEMENT

This dedication is essential in a highly competitive niche market. "Being in a niche market protects you from yourself," says Duggan. "It allows us to have a laser focus on our market. We aren't chasing other markets outside of our core competency."

With only their market to think about, SEA Wire and Cable, an AS9100 certified company, is able to focus entirely on continually improving their operations in order to provide their clients with the highest level of service.

They recently finished an enormous expansion and overhaul of their warehouse, doubling the available space. "The new facility is absolutely beautiful," says Duggan. "When you walk in, you would think you are walking into a Fortune 500 company."

During the renovation, the company decided to make the building more environmentally friendly. They changed all of the warehouse lighting to high bay fluorescents and installed

motion detectors to save energy. Additionally, SEA uses recycled plastics in all of their spools. This may not seem like much, but when one considers that every single wire shipment goes out on a spool, it quickly adds up.

After the completion of the 35,000sf addition, the company hired a consultant for a complete process review in order to identify and correct inefficiencies in their warehousing system. "We changed the racking style, increased the height of the ceilings, used different picking equipment, organized inventory by pick velocity rather than by part number, remapped work stations and installed a series of conveyers," says Clark of the resulting overhaul.

The company also reorganized the way they stock their wires and cables. "We achieved efficiencies in picking and put away," explains Clark. "We located the items that move the most so that they are the closest to the shipping area." This cuts down on the amount of time it takes to find the

1-800-52-ALPHA | www.alphawire.com

ALPHA WIRE

TRUSTED FOR OVER 80 YEARS. With a long tradition, Alpha Wire today is recognized for high-quality, premium-grade products for the widest range of applications. Our unwavering commitment to making sure you find the right cable to fit your needs is the foundation of our success – and yours. With Alpha Wire, you know you’re getting wire, cable, and accessories with uniform construction and consistent performance characteristics. We don’t compromise and neither should you.

Alpha’s vision allows us to stay ahead of an ever-changing industry. Using new product development to drive entry into vertical markets, we create wire and cable to match the application – not the other way around. We believe our products shouldn’t be just another component; rather, Alpha seeks to enhance the performance of your finished goods.

LEGENDARY CUSTOMER SERVICE.

As Alpha Wire’s product line has expanded and evolved to meet the needs of new markets and applications, one thing has remained constant: our relentless dedication to uncompromising service. We accomplish this by maintaining the largest selection of industry-standard products in stock and available for immediate shipment; offering the convenience of both large and small put-ups; empowering courteous and helpful employees; and making available advanced design and selection tools, such as our online Cable Design Center®, which makes designing custom cable for unique applications easy.

GLOBAL PRESENCE. Alpha Wire is headquartered in Elizabeth, New Jersey, with European operations being directed from Sunbury-on-Thames, UK. Our UK facility, located just outside London, serves all the European nations, and the Export Division in the U.S. handles the Middle East, Asia, Australia, Israel and South America.

www.alphawire.com



Inside view of SEA office



correct wire and move it to the shipping area. “It makes a significant difference,” adds Clark. “While increasing productivity, it has cut down on the time to pick and prepare customer orders.”

24/7 SERVICE

Continually managing and improving stocking techniques is vital at SEA Wire and Cable, because as Clark aptly says, “Stock is king.” The company stocks what its customers need and has to be able to find and ship the correct product with speed and accuracy. However, keeping track of more than 11,000 items is a monumental challenge.

To manage this challenge, SEA has invested in leading edge software programs and improved customer service. They hope to have their new Prophet 21 system integrated by April 2010 and

TECHNOLOGY ► PEOPLE ► RESULTS

Activant designs business software especially for distributors and invests a significant portion of its annual revenue in research and development. Our distribution-savvy employees dedicate themselves to ensuring you maximize the return on your technology investment.

More than 4,500 distributors rely on Activant's superior technology solutions and knowledgeable people to achieve proven results.

"We choose Activant because it offered the functionality that will lead to superior customer service and competitiveness in the market."

Marty Clark, General Manager, SEA Wire & Cable, Inc.

distribution.activant.com
800.776.7438



ACTIVANT SOLUTIONS, INC.

Activant Solutions Inc. proudly partners with SEA Wire & Cable to provide the technology that helps streamline processes and improve business results. Among the benefits Activant® brings to SEA are world-class operational efficiencies through wireless warehouse management and lean concepts applied to their sales force through customer relationship management functionality. Activant continually evolves the way wholesale distributors do business. A leading technology provider for the distribution industry, Activant develops technology solutions and services that help more than 4,500 wholesale distributors throughout North America and Europe improve customer service and maximize the return on their technology investment. For more info. about Activant, visit <http://distribution.activant.com>, e-mail distribution@activant.com, or call 1-800-776-7438, and press 1.



Most people don't think of the importance of wire and cable when flying...

We do.

Think **Thermax**

The #1 Source in High-Performance Wire & Cable

Commercial & Military Wire and Cable Solutions for your high-temperature harsh-environment needs.

Aerospace | Military | Transportation | Industrial | Specialty

USA 800-423-5873 • Asia & Other International +1-661-295-3100 • www.thermaxcdt.com



THINK THERMAX!

Think Thermax! The #1 Source for High-Performance Wire & Cable. Thermax has been at the forefront of technology with proven capabilities for over 50 years offering product solutions that are light-weight and durable in the most extreme environments. Thermax engineers are experts in the use of fluoropolymer materials, developing a wide variety of insulations to meet the needs of aerospace, military, transportation, and industrial markets where mechanical strength and high-temperature performance are critical requirements. Headquartered in the United States, yet servicing the world, Thermax is The #1 Source for High-Performance Wire and Cable.

they will be using a CRM system with a wireless warehouse management module.

The company provides inventory management for its clients depending on their needs such as Kanban, JIT, dock to stock, demand-pull, stock rotation, or standard spools/packaging. Clients can also choose from several different payment methods including pay as sold, pay as sold during a pre-defined period and ownership changes after a pre-defined period.

SEA Wire and Cable also goes one step further, offering a consignment program option. With the use of in-house consignment stores at strategic customers, SEA has an automated ordering process for on-time inventory control that allows customers to leave the product on their shelves and pay for it as they check it out.

"We are strengthening those relationships,



Global expert in cables and cabling systems.



**High Temperature.
High Performance.
High Quality.**

Wire and Cable for Aerospace,
Ground Vehicles,
Shipboard,
Avionics and
Specialty.



600 S. Parker Street
Elm City, NC USA 27882-8304
(252) 236-4311
www.nexans-na.com/ec



**Harbour
INDUSTRIES**
High Performance Wire & Cable

Harbour Industries LLC, with headquarters located in Shelburne, Vermont, is a global leader in the manufacturing of High temperature/High performance wire and cable. Harbour's products have been designed for military, aerospace, RF microwave and commercial electronics applications and channeled through strategic distributors alliances like SEA Wire and Cable.

Harbour Industries specializes in the extrusion of fluoropolymers such as PTFE, ETFE, Foam FEP and manufactures custom cables that are used in a wide range of applications such as operating temperatures above 200 degree Celsius and RF frequencies up to 18Ghz.

Harbour's Industries manufacturing facilities are ISO9001-2000 Registered. In addition with a strong military and aerospace focus, our products are held to the most stringent quality requirements of the mil-spec and OEM specifications.

Harbour Industries LLC | 4744 Shelburne Road | Shelburne, VT 05482 USA
Phone: 802.985.3311 or 800.659.4733 | Fax: 802.985.9534
www.harbourind.com

**Cable Innovations
For Demanding Applications**



Innovation, design and technical abilities are only a few of the ingredients to the success of RSCC Aerospace & Defense. Consistent service and constant contact provide the backbone to meeting the critical needs of our clients. Our history has allowed us to participate in satellites, launch pads, armored vehicles, helicopters, airframes, ground support, radar, shipboard applications, soldier based combat systems... anywhere critical cable performance is a must.



RSCC
Aerospace & Defense
Innovation for Demanding Applications

RSCC Aerospace & Defense
680 Hayward Street
Manchester, NH 03103
Tel: 866-303-9473
Fax: 800-639-5701
info@rsccaerodefense.com
www.rsccaerodefense.com

A Marmon Wire & Cable/Berkshire Hathaway Company

NEXANS ELECTRONICS CABLE

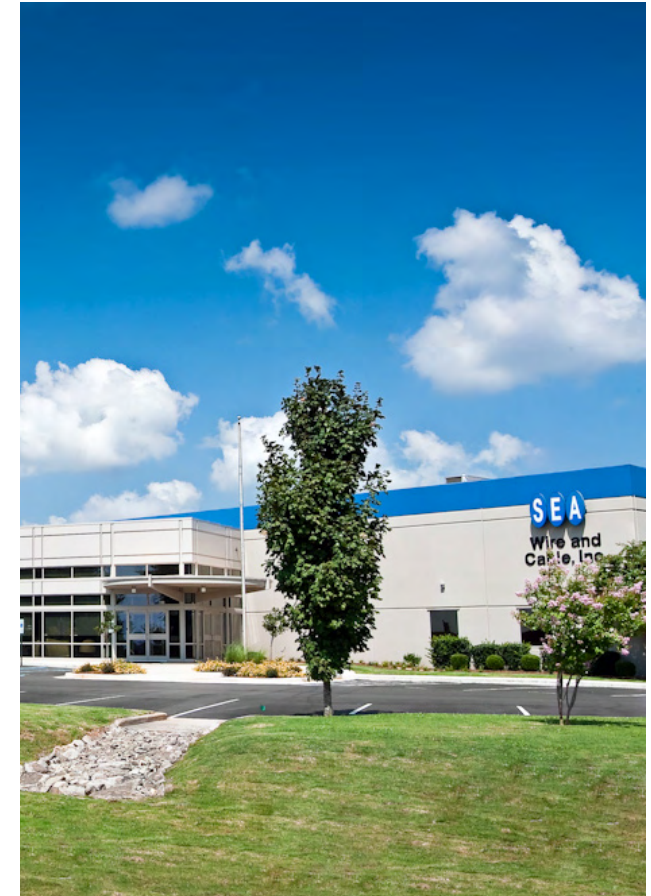
At Nexans Electronics Cable, we specialize in Wire and Cable for Commercial and Military Aerospace Applications. We manufacture insulations and jackets utilizing polyamide composites, XLETFE, XL Flexible ETFE, XLPVDF, ETFE, FEP, PFA, PTFE and zero halogen. Put our engineering team to work for you in providing solutions for specialty cables utilizing our proven insulation systems. We offer products for space, missile, aircraft, land vehicle, shipboard, avionics and the latest in low loss coax and data cable technology. For more information, please visit www.nexans-na.com/ec. Nexans...global experts in cables and cabling systems.

helping the customers be more competitive by pushing more of their overhead cost back onto ourselves," says Clark.

Clark also developed SEA's Wire Wizard as a component of the E-wire online ordering system which allows customers to configure a "best fit" custom cable by application, order product and get quotes anytime, even on the weekend. "It's part of an overall model on how we satisfy customers. If our customer experiences an AOG at 10 pm, no distributor is open then. But they can place an order online and it will ship out first thing the next day," says Clark, who adds that the system also allows customers connect to salespeople through an on line chat feature.

STRONG RELATIONSHIPS

However, SEA also stresses that while technology is essential, it doesn't replace strong business relationships. "We're still going to answer the



phone with a smile," says Duggan.

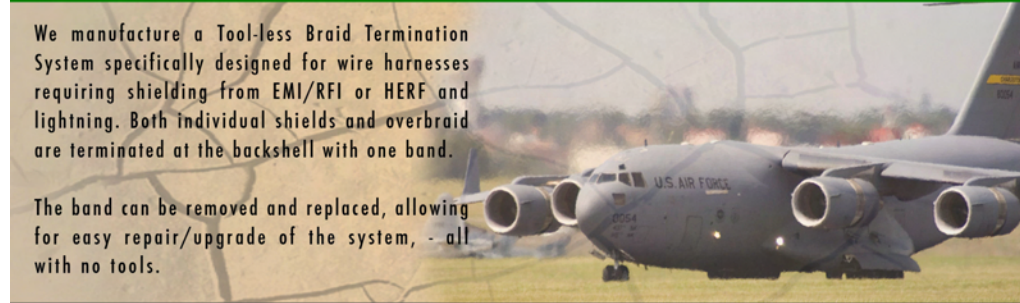
In its nearly 40 years of operation, SEA has developed strong relationships with clients, vendors, and employees. "Relationships are absolutely key," says Clark. "You can't just be someone who is going to stock wire and cable."

For example, the company's strong relationship with their vendors has allowed them to come up with agreements that allow them to work with multiple suppliers and provide more products at a competitive price.

Similarly, SEA's strong relationship with its employees is reflected in the fact that they

We manufacture a Tool-less Braid Termination System specifically designed for wire harnesses requiring shielding from EMI/RFI or HERF and lightning. Both individual shields and overbraid are terminated at the backshell with one band.

The band can be removed and replaced, allowing for easy repair/upgrade of the system, - all with no tools.



www.isodyneinc.com



ISODYNE, INC. | 7706 EAST OSIE | WICHITA, KANSAS 67207 | P 316.682.5634 | F 316.682.4126

have never had a layoff in their 40-year history. The company also sponsors monthly company luncheons, celebrates birthdays, and hosts several other family oriented events. The company Christmas party is based around the employee's children because SEA wants to emphasize the importance of family.

The company encourages community involvement, participating in the Wounded Warrior Program, holding seats on the board of several local charities and partnering with vendors and customers to raise funds for charity.

Duggan describes this atmosphere as a "high performance family environment." People build relationships without sacrificing their work ethic. In order to find new hires that fit well with this environment, SEA recently invested in developing a hiring process with an industrial psychologist.

"Before we hire sales people they have to complete an online sales evaluation, series of interviews, and finally a meeting with an industrial

psychologist," explains Clark. "It determines how they will fit culturally into the company and tests their cognitive reasoning skills."

"It is a substantial upfront investment, but it's worth every penny," adds Clark. In fact, the company has had a 100 percent success rate with the system. "The people we have hired with this system have not only stayed but have turned out to be some of our best sellers," he says.

40 YEARS AND COUNTING

By combining quality products with exceptional customer service, SEA Wire and Cable has continued to thrive and grow since its founding. "It's our 40th anniversary this year, and we couldn't be prouder of where we're at," says Clark.

In fact, the company experienced 30 percent growth for the five years before the downturn. And while business has been flat during the recession, Clark says it was not a time to rest. "We have taken advantage of the slow economic



EMI/RFI Backshells and Wire Harness

FACTS AT A GLANCE



COMPANY NAME: SEA Wire & Cable, Inc.

CEO: Bob Wills

OPERATIONS: Leading supplier of mil-spec wire, cable, and wire harness accessories for aerospace military applications

ESTABLISHED: 1970

EMPLOYEES: 85

REVENUE: + \$50 million

www.sea-wire.com

time to retrench," he says.

"We have become more of a strategic partner with our clients," agrees Duggan. And while he does not think the company will hit 30 percent growth soon, Duggan believes the company can achieve 8 to 15 percent growth over the next five years. "When you get bigger, it gets harder to sustain that kind of growth. We are probably number two in the market right now depending on which numbers you look at," he explains.

And while their market area is still slow, military funding is looking good for the coming year. "Our risk going forward is if the government runs out of money. We need more rich bankers to buy commercial jets," Duggan says with a chuckle.

While he is not satisfied with the current, flat sales, Duggan is confident that the economy will make the necessary corrections and says SEA is well equipped to take advantage of the coming upturn. "We have a 40-year history under our belt and fully expect another great 40." ■

SEA Wire and Cable, Inc.

P.O Box 647 | 451 Lanier Rd.
Madison, Alabama 35758

T: 256-772-9616 | F: 256-772-7402
E: info@sea-wire.com



CorporateProfile

www.sea-wire.com

