

WireMasters

A 20-Year Reputation For Outstanding Service



This year, WireMasters, Inc., celebrates two decades of providing military specification wire, cable and accessories to customers in the military, commercial and private sectors.

The company started in 1988 with five employees. Today it employs more than 90 people and owns its own 43,000-square-foot-building, with plans for a 23,000-square-foot addition. Annual sales have grown to more than \$50 million.

“Purchasing agents call us because they know that their order will be handled quickly and correctly,” said David Hill, president and CEO. “That’s why WireMasters has been blessed with strong growth – not just in this country, but around the world. Looking ahead, I see international sales being a much bigger part of our business.”

When You Need It Now – And You Need It Right

“It’s not just about speed. It’s about speed and quality,” said Operations Manager Richard Farris. “We emphasize quality and attention to detail as much as meeting quick deadlines, which is why we are AS9100 Revision B and ISO 9001:2000 Certified, as well as RoHS compliant.”

WireMasters keeps millions of feet of wire and cable in its on-site warehouse, as well as an extensive inventory of associated products, so that when a customer calls with that “must have” request, it’s likely the answer will be “yes.” It also has strong relationships with many shipping companies to assure the orders that



The WireMasters family – working together to deliver outstanding service and on-time solutions to its thousands of customers for Mil-Spec wire, cable and accessories.

are ready today, get shipped today.

“And if we don’t have a particular product in stock, we’ll find out who does and drop-ship it to our customer. We do whatever it takes to get our customers what they need, when they need it,” Farris added.

Customized Products for Specific Jobs

The company has the systems in place to cut wire to any length, provide termination and interconnect products and heat shrink tubing, laser mark to any specification or add a color stripe. The firm has also built a reputation for providing custom cables for unique needs – not just in avionics, but in any industry with equipment that uses wire, such as mining and ship-building.

“Engineers frequently consult with our sales executives to solve design issues, and often include our recommendations in their drawings,” said Sales Manager Rush Holladay.

Doing The Right Thing – Not The Easy Thing

The corporate culture is centered on treating people with respect and honesty.

“For example, a purchasing agent called us looking for a particular wire that sells for \$5 per foot. It would have been easy just to take the order and collect my commission, but I pointed him to a different product that could do the same job for \$1 per foot. We sacrificed a bigger sale, but it was the right thing to do,” said salesperson Jeff Wood.

“We work hard to stay on top of developments in our industry, so that we have the product knowledge needed to do the right thing for our customers,” Wood added.

Nearly every member of the sales team at WireMasters has a similar story. Corny as it may sound, employees will tell you that they love working for the company because they are encouraged to see the big picture — and to be a part of it.

Contact Information

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