



FOR IMMEDIATE RELEASE:

SOUTHWIRE COMPANY, LLC, A LEADING MANUFACTURER OF WIRE AND CABLE, SELECTS LOOP INTEGRATION AS THEIR CONTINUED COMMERCE PARTNER.

May 4, 2020 – Southwire, one of the leading manufacturers of wire and cable used in the transmission and distribution of electricity, continues to grow its partnership with Loop Integration as their commerce partner. Southwire, headquartered in Carrollton, Ga., delivers power to millions of people around the world. Nearly one in two new homes built in the United States contains their wire, and Southwire provides more than half of the cable used to transmit and distribute electricity throughout the nation. The company celebrated its 70th anniversary in March of this year.

Southwire initially partnered with Loop to bring its website, Southwire.com, onto the SAP Commerce platform. Most recently, we have successfully upgraded Southwire’s commerce platform version in a short period of time. Southwire cites Loop’s deep expertise across commerce domains and transparent and honest strategic consulting that aligns with their company goals as primary deciding factors for the partnership.

“In working with Loop, Southwire successfully executed on re-platforming and redesigning the new Southwire.com website that was launched in 2019. With the recent upgrade and more projects planned over the next few years, we have set out to transform Southwire’s digital experience to expand our company’s digital footprint with enhancements in globalization, brand standardization, and our B2B customer portal,” said Dustin Davis, Southwire’s Manager of Websites and Collaboration. “While we realize the importance of cloud modernization, Loop’s deep commerce and Telco experience has assisted in establishing a roadmap that continues to address our top priorities of streamlining our enterprise digital estate, remaining competitive in our digital landscape and improving our customer experience.”

Joe Woods, President for Loop said, “We are truly thrilled and honored that Southwire has selected Loop to support their commerce growth strategy with Loop’s world class services organization. It remains our privilege to strengthen and grow this partnership with Southwire and to be acknowledged as an organization for our strength and investment in both commerce systems consulting and configuration as well as our ability to provide industry insights and trends to advance the working practices and operating model of our clients”.

Woods concluded, “The powerful combination of SAP software and Loop’s expertise has been genuinely proven as a winning formula in the commerce space. The talent on our team is without equal and our customer satisfaction and return engagements lay testament to that. We are more than just a service provider – we are a service partner to our clients, and the trust and investment that Southwire has made in our team is just a further confirmation of the approach we’ve taken and the direction we’re headed”.

About Loop Integration

We deliver Commerce. Better. Since 2013, Loop has serviced the B2B, B2C/DTC ecosystem nationwide. Combining the latest technology with unparalleled industry knowledge of Commerce, Consultancy, Agency and Integrator Services we are uniquely positioned to deliver a comprehensive end-to-end-solution. We employ a stakeholder value approach to support our diverse portfolio of Manufacturing, Grocery, Retail and B2B2C clients as our highest objective visit, www.loopintegration.com.

About Southwire Company, LLC

A leader in technology and innovation, Southwire Company, LLC is one of North America's largest wire and cable producers. Southwire and its subsidiaries manufacture building wire and cable, metal-clad cable, portable and electronic cord products, utility products, OEM wire products and engineered products. In addition, Southwire supplies assembled products, contractor equipment and hand tools. For more on Southwire's products, its community involvement and its vision of sustainability, visit www.southwire.com.