



News Release

Alpha Wire Launches German-language Website

AlphaWire.com Now More Accessible to German-speaking Customers

Elizabeth, NJ, January 5, 2012 – Alpha Wire has unveiled a German version of its AlphaWire.com website designed to reach an increasingly diversified customer base. German-speaking customers are now able to access all existing website functions, including product filters, data sheet searches, sample requests, and product brochure downloads, in a more user-friendly manner.

“The German marketplace represents an incredibly diverse and expansive engineering and manufacturing community,” said Martin Hidegh, Regional Sales Manager for Germany, Austria, and Switzerland. “In order to ensure Alpha Wire is continuing to provide the best level of support possible for our customers and distributors around the world, we felt it was critical to offer all of the benefits of Alpha Wire’s website in German. Customers will be able to quickly find product information, data sheets, free samples and more all from AlphaWire.com.”

AlphaWire.com contains multiple product filter and search capabilities for unparalleled ease-of-use. Combined with its “Online Tools” functions and “Engineer’s Room,” AlphaWire.com is a full-service website that supports all Alpha products. Alpha Wire expects to launch Portuguese- and French-language versions of its website and marketing collateral in the near future.

To access the German-language version of Alpha Wire’s website, simply visit www.alphawire.com and select “German” from the language drop-down box.

About Alpha Wire

For over 80 years, Alpha Wire has designed and manufactured industry-leading wire, cable, and tubing products for factory automation, packaging, automotive, alternative energy, and other technically advanced applications. Beyond giving our customers the cables they trust for quality and reliable high performance, we give them the committed service they deserve. We help customers find the best possible solutions to production and manufacturing challenges with small put-ups, logistical excellence, and broad inventory for dependable, same-day shipment.