



## **Alpha Wire Master Catalog Now Available for PC, Mobile Devices**

*Digital Literature App lets you take the latest Alpha Wire products on  
the go*

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Elizabeth, NJ December 16<sup>th</sup>, 2013 – Alpha Wire is pleased to present its newest Digital Literature App, available for viewing on PCs, Apple, and Android mobile devices. The new app currently houses the complete 2011 Master Catalog in digital form, with the latest Alpha Wire brochures to be added soon. The new app, which is available free-of-charge, provides the complete catalog with linked part numbers back to Alpha Wire's website, robust search features, and sharing capabilities with one click to email or social media.

The Digital Literature App can be accessed from a PC via <http://literature.alphawire.com> web address, and offers a shortcut download to be easily added to the desktop for quick access. The app offers an extensive range of search and share functions, all available within the top toolbar of the catalog. The digital version of the 2011 Master Catalog includes all of the latest product additions, including the renowned EcoGen™ product family. All part numbers within the catalog are directly linked back to the product page at AlphaWire.com, to download specs or request free samples for further evaluation.



“As design engineers become increasingly more mobile, our ability to fit the entire Master Catalog in the palm of their hands is a huge advantage,” says Justin Dubow, Senior Marketing Communications Manager at Alpha Wire. “Our Digital Literature App will soon become a repository for the most up-to-date Alpha Wire literature, to make product search and selection easier than ever.”

The Alpha Wire Digital Literature App can be found for free download in the iTunes and Google Android App Stores under the “Alpha Wire Literature” name. Any updates to literature, new product additions to the catalog, or app versions can be automatically pushed to the device.

For more information on the Digital Literature App [please visit the landing page here](#), or contact Alpha Wire at [info@alphawire.com](mailto:info@alphawire.com)

## **About Alpha Wire**

For over 90 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.

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