



capital
ELECTRIC
wire & cable company

16680 W. Cleveland Avenue
New Berlin, WI 53151 Toll Free: 800-227-9473
262-788-9700 info@capital-electric.com



Executive Overview

Who We Are

Capital Electric is an independent, family owned, wholesale distributor of Industrial, Electrical, Network and Low Voltage products. We have been in business since 1978 and have one location in New Berlin, Wisconsin.

Our reputation of treating people right is a valuable asset, and we must continually earn the trust, confidence and respect of our suppliers, our team members, our customers and our community. We expect every employee to be guided by honesty, integrity and good judgment, and be sensitive to others' perceptions and interpretations.

Throughout the years of servicing clients we've identified two unique competencies that we add to the marketplace; 1) we educate our customers about what their real choices are without a lot of hype and spin 2) we deliver a flexible service model that adapts to the clients' need at the time. These capabilities, when combined provide exceptional value and keep customers coming back.

Who We Serve

Capital serves two very broad market segments with focused product and service offerings.

The original market served is that of the Original Equipment Manufacturers (OEM). As a wire & cable specialist, we provide expert design and special construction cables to some of the Midwest's finest manufacturing companies. We continue to help them find better, more cost effective solutions that enhance their products' success.

- Lighting manufacturers
- Power transmission
- Mining Equipment

Network Infrastructure is the second market we address. Today's demands for instant information and the convergence of all low voltage systems onto the network have made the investment in infrastructure more critical than ever. We assist in the design and implementation of some of today's highest performing network systems. Our certified expertise and world class product offerings provide clients with cable systems that they can count on for decades.

- Hospitals & Clinics
- Education Systems
- Financial / Insurance
- Electrical and Low Voltage Contractors

Capital competes for business against very large multi-national "Big Box" distributors. We continue to earn market share because of our industry expertise and flexibility when serving clients. We understand customers have many choices, we work hard to make their choice easy.