

## World Class Wire and Cable, Inc.



World Class Wire and Cable, Inc. (WCWC) is a master supplier specializing in automotive and UL wire and cable for distributors and selected wire harness manufacturers. They offer both the service and response of a just in time distributor with competitive pricing.

WCWC was started in 1994 by James M. Lindenberg and had three employees. Each year since 1994, Jim has increased his staff which is currently at eighty-one employees. As the business became more solid, Jim opened up new branches throughout the United States. WCWC has become one of the fastest growing wire and cable suppliers in the world and keeps growing. To accommodate this rapid growth, in November 2005, Jim moved his company from New Berlin to the town of

Pewaukee at W234 N2091 Ridgeview Parkway Court, Waukesha, 53188 and doubled its square footage to 80,000 square feet. SBA was able to assist Jim with financing for this move.

Once Jim was the majority owner of World Class Wire & Cable, Inc., he did not have much money to work with. He had to be careful not to be tripped up by the cash-flow problems that hurt so many fast-growing small companies. He decided to stick with common products and work on inventory turns and receivables. WCWC's core business is in items that are very commonly available elsewhere. In order to become successful, WCWC must out perform other suppliers in all areas of price, service, quality and immediate availability.

WCWC was the first distributor in the United States to repackage wire in 20", 30", or 42" drums. They can stripe, dye, ink jet print, or hot stamp print on wire and put it back in any drum size the customer desires. These value added services are in universal demand in the industry but most distributors only choose to do one or two. WCWC prides themselves on the ability to do all to better serve their customers. The employees saw a need to supply small quantities of wire in a box instead of a spool or reel which leaves the last fifty feet to 150 feet of wire as waste. This box was developed and was called a DRUMBOX®. It was registered by the United States Patent and Trademark office in 2002. Jim saw a need to topcoat (like dyeing) XLP wire. WCWC saw a need to single longitudinal stripe 6 AWG and larger as almost no one will do this in the U.S.; therefore WCWC now does this. Customers all over the world come to WCWC for these unique processes because other suppliers will not invest the time, money and effort to perfect these processes.

WCWC has seen double digit increases in sales and employees each year of its existence. Jim adds one to three new value-added services each year by listening to the wants and needs of his customers and vendors. He promotes the company philosophy of never, never, never giving up that is carried out by all employees. Jim empowers his employees to do what is necessary to meet the customer's needs.

They have a lot of authority and freedom to care for the external customers and the internal customers – fellow employees. Any WCWC employee can question a transaction or procedure if it will increase quality and production, lower costs or improve customer service.

Jim has an extremely loyal workforce that reflects the kind of “boss” he is. Jim makes sure that when employees are hired, he is involved in the hiring process. He explains to them what his expectations are and what the company culture is. He has always shared information with his employees and looks at them as partners. He rewards them financially when results are attributable to their hard work and commitment. They come in the form of monthly contests, quarterly bonuses, profit sharing contributions, and generous matches to the 401(k) plan. He also provides many health incentives to his employees.

Jim is very active in the community. He coaches and sponsors many baseball, basketball, and football teams, as well as participates in and sponsors many other school activities. His volunteering is evident in that he was named New Berlin's *2003 Citizen of the Year* and the *2003 Hero at Home* by the CNI Newspaper.

Jim and World Class Wire & Cable, Inc. have won several awards in 2005. SBA is very proud to have chosen Jim and WCWC as its Wisconsin SBA 2005 Small Business Person of the Year. In addition to this award, WCWC has also won the following awards in 2005: Bravo! Entrepreneur Award, Ernest & Young Entrepreneur of the Year Finalist, Beyond the Paycheck Award, and Mid-Market Growth Award.

Jim is an entrepreneur in the purest sense as evidenced by the steady growth of WCWC since the beginning. He appears to be doing everything right and is on track to keep on growing his successful company. SBA is proud to have been able to be of assistance to Jim and World Class Wire and Cable, Inc.