

WE ARE AN EXCLUSIVE SOUTHWIRE SOLUTIONS PROVIDER

We have a variety of solutions to save you both time and money on the job site.
Let us help you **SIM**plify your everyday tasks.

STANDARD
ELECTRIC



Southwire®

www.standardelectric.com

**SAFER
FASTER
CLEANER
FEWER STEPS
FEWER MISTAKES**

**STANDARD
ELECTRIC**



NoLUBE® Cable. Guaranteed.

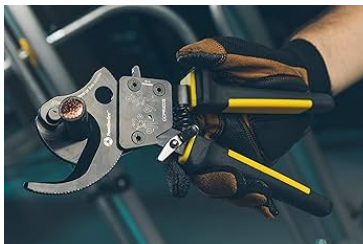
SIMpull THHN® and SIMpull XHHW-2™ Cables

Southwire's SIM Technology® cable products are speeding up installation time, creating a safer work environment and changing the process of how intermediate and feeder size cables are pulled in to a conduit. Southwire's NoLUBE® SIMpull THHN® and SIMpull XHHW-2® cables don't require the use of pulling lubricant when pulled into conduit. Southwire guarantees that SIMpull THHN® and SIMpull XHHW-2® cable will pull into conduit the same way that lubed THHN or XHHW will.

- NoLube® SIMpull® cables reduce the risk of injury to fingers while applying lube to a moving cable and further reduce the risk of injury from slipping on spilled lubricant.
- SIMpull THHN® cable is available in standard colors, both copper and aluminum conductors, in sizes 14-10 awg (SIMpull® CoilPAK™ wire payoff and SIMpull BARREL™ cable drum packages only) and 8awg – 1,000 kcmil in copper and 6 awg – 1,000 kcmil in aluminum.
- SIMpull THHN® and XHHW with AlumaFlex® brand conductors are made with AAA-8000 series aluminum alloy and are ½ the weight of copper.
- Both SIMpull THHN® and SIMpull XHHW-2® cables have sequential footage markers in sizes 1/0 – 1,000 kcmil.
- SIM Technology® gives you the ability to pull short lengths by hand or stop in the middle of a pull to break for lunch or other job site situations.
- Reduces horse-collaring for reduced risk of nylon tears on SIMpull THHN® Cable.
- Rated sunlight resistant in sizes 2 awg and larger on SIMpull THHN® wire and cable, #8 and larger on SIMpull XHHW-2® wire and cable.
- Installation performance is guaranteed under the SIMpull Product Performance Guarantee.

Ratcheting Cable Cutter

Durable ratcheting cable cutters perfect for cutting up to 750 kcmil copper and 1000 kcmil aluminum cables. Hardened steel blades ensure consistent cuts and long-term durability, while the rounded blade design minimizes cable distortion during cutting.



REVOLUTIONARY INNOVATION THAT CHANGES THE WAY BUILDING WIRE IS INSTALLED

We've reinvented the reel.

With a variety of options to customize your reels.

Paralleled and the original, patented *SIMpull Stack*™ Reels

Southwire's individual Parallel and the original, patented *SIMpull Stack*™ reels allow you to combine multiple pulls on one single reel. That's right, ONE REEL with up to 5 wires of individually colored conductors, for up to 4 pulls, depending on the size of the cable and length of the pull. And, as always, we can label each reel with a specific location, so when you receive it on the job site it's easy to see where it goes. For multiple runs in a pull, just remove the shrink wrap pull the first run, then pull the second, third and so on, without ever having to set-up additional reels.

- Reduces scrap and clean-up by reducing the number of reels on a job.
- Speeds up installation time.
- Reduces the risk of injury from moving and setting up multiple reels.
- Each segment can be cut-to-length and is separated with shrink-wrap between each layer.
- *SIMpull Head*® pulling grips can be attached to each cut length and each circuit, all wrapped in a protective covering. Just attach the pull rope using a clevis and pull.
- Easy to read tagging allows you to quickly identify the make-up of each individual circuit contained on the *SIMpull Stack*™ reel.



Rip CHIP™ System

Offers a safer, more efficient means to remove the plastic protective wrap from reels, eliminating the need for electricians to use knives or other sharp tools. Included on all single parallel reels and on each shrink-wrapped layer of *SIMpull Stack* reels shipped from a Southwire Service Center.



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SIMpull™ Reel

The SIMpull™ Reel revolutionizes the job site by allowing one person to safely* move a reel that weighs up to 6,000lbs., without the need of pallet jacks or other equipment.

FEATURES

- Independently rotating outer flanges
- Separately rotating inner reel
- 4 magnetic reel chocks included (rubber chocks also available)
- Integral magnetic reel chocks
- Integral payoff tension adjustment
- 6,000 lbs maximum load capacity
- Reel size: 61"H x 32"W
- Can be used with colored feeder wire, cord, MV, and CU & AL SIMpull™ Solution products
- SIMpull™ Reel flange covers available to protect finished floors
- Offered exclusively to Southwire Partner Distributors (SPDs)

*On flat level floors

BENEFITS

- Eliminates the need for pallet jacks
- Significantly easier and safer to move reels throughout a job site with one-person operation
- Reels fit through 36" wide doorways
- Allows reel to be placed right next to feed cable feed point to eliminate tripping hazards
- Wire can be paralleled on the SIMpull™ Reel to allow multiple wire pulls from one reel

ACCESSORIES

SIMpull™ Reel Sleeve Set - Stock# 59840101

- SIMpull™ Reel Covers help protect finished floors
- Prevents marks on finished floors.
- Easy to install

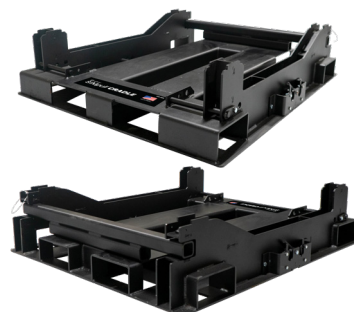


SIMpull™ Cradle

Southwire's SIMpull™ Cradle allows for easy, one-person operation to hold 61" SIMpull™ Reels. Its heavy-duty steel design holds up to 6,000 lbs.

FEATURES

- SIMpull™ Reel can payoff directly from cradle
- Easy one-person loading and unloading
- Forklift and pallet truck maneuverable
- 6,000 lbs. capacity



A task that used to be a time-consuming and messy set up process is now safer, faster, and cleaner.

WHICH MAKES YOU MORE EFFICIENT, MORE COMPETITIVE, AND MORE PROFITABLE.

SIMpull™ Flange

The SIMpull™ Flange's patented shaftless design, safely allows one person to turn a wooden or plastic reel up to 34 in. and 2,000 lbs into a time saving, field-installable solution that removes the need to handle heavy jack stands. Each flange rotates independently and allows free movement of loaded wooden or plastic reels. The SIMpull™ Flange is reusable in the field and can be installed on multiple reels throughout the job site.

FEATURES

- Patented shaftless design
- Independently rotating flanges
- 104 lb tare weight per Flange set
- Compatible with wooden or plastic reels up to 34" and 2,000 lbs with a 3 arbor
- Includes magnetic chocks
- Allows inner wooden or plastic reel to rotate freely
- Compatible with most commercial & residential reels

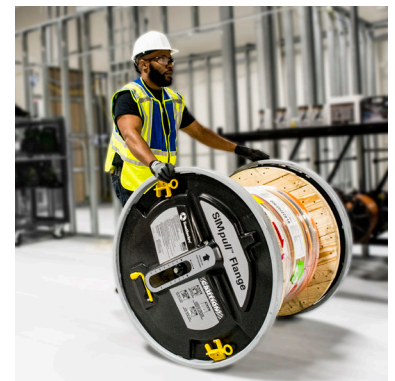
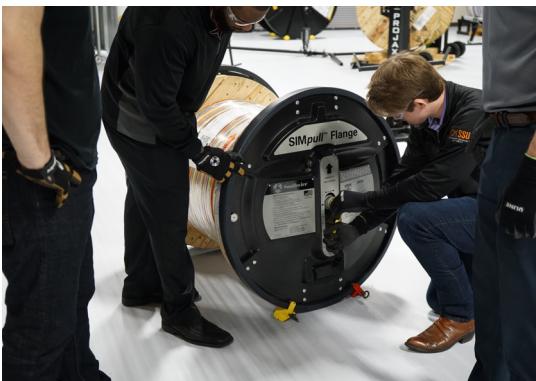
BENEFITS

- Designed to be installed in the field
- Stand included for easy transport and storage
- Allows reel to be placed right next to feeding location
- Significantly easier and safer to move reels throughout a job site
- Can be reinstalled onto multiple reels throughout the course of the job
- Eliminates the need for jacks and axles on compatible reel sizes

ACCESSORIES

SIMpull™ Flange Sleeve Set - Stock# 65148140

- Simpull™ Flange Covers help protect finished floors
- Prevents marks on finished floors.
- Easy to install



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SIMpull™ Reel Payoff

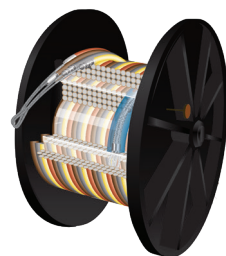
TRADITIONAL

VS.

SIMpull™ REEL PAYOFF



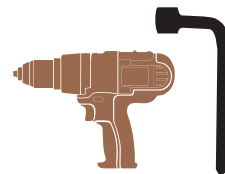
Feeders: The Traditional Way
15 reels, 1 pallet jack, 5 reel jack stands, 5 axles, 7 electricians



The SIMpull™ Flange
1 SIMpull™ REEL Payoff
2 Electricians

Solutions Optimization

- SIMpull™ Reel Payoff
- SIMpull™ Stack® Reel
- SIMpull™ Head Pulling Grips
- SIMpull™ NoLube® Jackets
- Colored Feeder Cable (CU & AL)
- SIMpull™ Rip Chip
- QWIKrope™ Pulling Rope
- Contractor Equipment
- Configurator - Feeder planning tool
- SIMpull™ Cable Pull Calculator - planning tool to model conduit runs & feeder pulls, determine equipment needs, etc...



DRAMATICALLY IMPROVES INSTALLATION TIMELINES

SIMpull™ Flange

TRADITIONAL

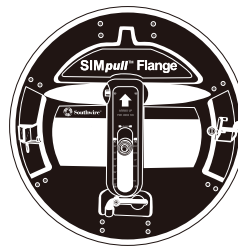
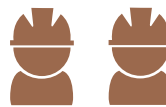


Feeders: The Traditional Way

4 reels, 1 pallet jack, 4 reel jack stands, 4 axles, 6 electricians

VS.

SIMpull™ FLANGE



The SIMpull™ Flange

1 SIMpull™ Flange, 2 Electricians,

1 paralleled reel, Drill with 3/4 in. socket, Socket wrench (3/4 in.)

Solutions Optimization

- SIMpull™ Flange
- SIMpull Stack™ Reel
- SIMpull Head® Pulling Grips
- SIMpull NoLube® Jackets
- Colored Feeder Cable (CU & AL)
- Rip Chip™ Pulling Device
- QWIKrope® Pulling Rope



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SIMpull® CoilPAK™ Wire Payoff

The SIMpull® CoilPAK™ wire payoff helps increase both safety and productivity by reducing the physical effort associated with material handling, pulling wire out of the package and through conduit. The innovative package and multi-conductor package options can also help reduce the amount of scrap reels.

FEATURES

- SIMpull® NoLube® wire jacket
- Package fully encases & helps protect wire
- Built-in handle and payoff directly from package
- 1, 2, 3, and 4 wire constructions available
- Wide selection of sizes and colors available in SIMpull THHN® cable- solid or stranded

BENEFITS

- Easy to pull with SIMpull NoLube® wire
- No more broken spools
- Designed to help reduce potential lifting/handling/pulling injuries
- Space saving, multi-wire Coil PAK™ payoffs with striped neutrals increase efficiency and reduce material handling and setup
- Designed to help increase productivity
- Innovative design reduces pulling effort

MATERIAL HANDLING SOLUTION

SIMpull® CoilPAK™ CART - Stock# 58386901

- Rugged transport system for (8) SIMpull® Coil PAK™ Payoffs with an integrated pay off system
- Allows CoilPAK Payoffs to be added or changed easily without impacting other CoilPAK Payoffs
- Innovative staging springs allow you to secure and organize up to 8 wires
- Best for scenarios where conductors are frequently changing, adding or dropping
- Individual wire feeds similar to a wire cart
- Easy to use in hallways and fits through standard doors
- Cart includes (4) 8" Eco Rubber tires that increase mobility in job site environments

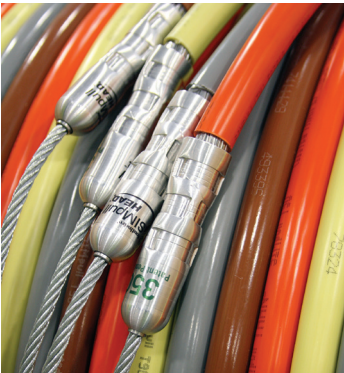


THE TIME YOU SPENT PREPPING, WAITING AND CLEANING, YOU NOW SPEND SIMPLY DOING THE JOB MORE EFFICIENTLY AND SAFELY SO YOU CAN MOVE ON TO THE NEXT JOB. IN THIS ECONOMIC CLIMATE, THAT'S QUITE AN ADVANTAGE WHEN YOU'RE ONE OF MANY CONTRACTORS BIDDING ON A SINGLE JOB.

SIMpull Head® Pulling Grips

Safety, time and reliability certainly come into play when making up a pulling head in the field.

Approximately 3 feet or more of cable, on every phase, is wasted, not to mention the time and clean up. Order your cables with factory installed SIMpull Head™ pulling grips that arrive already on the cable. Installation performance is guaranteed under the SIMpull Product Performance Guarantee.



The low profile, staggered design of the heads assure that it always fits into the conduit, especially on tight turns. There's never an injury from making up a pulling head in the field and, there's absolutely no waste or clean up on paralleled cables, cut-to-length with factory installed pulling grips.

Just set up the reel, hook on your rope with a clevis and pull. It's that simple. The heads are cut off after the pull and can be recycled.

Maxis® XD1

Safer, faster and more efficient way to pull low voltage, branch circuit home runs, lighting cables, and small circuit sized wires. This patent pending puller can help reduce installer fatigue by eliminating the need to pull wire or rope by hand.

FEATURES

- Lightweight and portable
- One person setup and operation
- Accepts most commercial 18V cordless drills
- Removable capstan to facilitate polyline removal
- 600 lbs. of constant pulling force with 1,000 lbs. peak pulling force
- Anodized for corrosion resistance



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Tools and Equipment

With the SIMpull® Circuit Management System, set-up and installation can be completed in a fraction of the time with much less manpower and effort compared to traditional methods of wire pulling.

MAXIS® M6K-M

M6K-M



The Maxis® 6K Cable Puller only requires one person to set up in less than 2 minutes. It features 2 pulling speeds: 12 FEP at low and 44 FEP on high with 6000 lbs peak pulling force.

SIMpull HEAD® PULLING GRIPS

SPH



Factory and field installable pulling grip that has a low profile head and eliminates the problem of the head not fitting in the conduit or around a tight turn.

MAXIS® M3K-M

M3K-M



The Maxis® 3K Cable Puller only requires one person to set up in less than 2 minutes. It features 2 pulling speeds: 25 FEP at low and 100 FEP on high with 3000 lbs peak pulling force.

QWIKrope® PULLING ROPE

SPR183, SPR143, SPR963, SPR966



High performance pulling rope that is UV resistant, lightweight and ultra low stretch for all your feeder and circuit wire solutions.

MAXIS® XD1

XD1



The Maxis® XD1 Extreme Duty Circuit Puller is a lightweight, portable cable puller with 600 lbs of constant pulling force with 1000 lbs peak pulling force.

QWIKrope® LINK

SS-18, SS-14



The QWIKrope® LINK allows a safe and efficient way to connect two eyed ropes together and allow for flexibility around difficult pulling points! Available in two sizes, 1/8" and 1/4".

TRIGGERS® WIRELESS SAFETY SWITCH SYSTEM

TSS01



Safety system designed to control the input power of any piece of job site equipment.

SWIVEL ROPE CLEVIS

MS114, MS158



Connects pulling head and pulling rope to eliminate winding and tangling of rope and wire during cable pulls. MS114 and MS158 has a pin roller design added for larger diameter rope and for added strength by evenly spreading load pressure.

GUIDEit™ CIRCUIT ROUTER

WG01



Unique adapter for feeding circuit wire hands free. Can mount easily to the panel can and help guide conductors into the panel without damage.

**BUILT FOR DURABILITY.
BUILT FOR RELIABILITY.
BUILT FOR WORK.™**

CHANGE IS DRIVEN BY THE NEED FOR A BETTER SOLUTION. CHANGE REQUIRES INNOVATION.

Not just innovative new products, but also innovative new processes that improve the safety and quality of electrical installations.

Tools and Equipment

Optimize your bottom line effortlessly with Southwire's tools and equipment, designed to simplify calculations, estimations and installations. Built for durability and reliability, ensure efficiency and peace of mind on the job site.

MAX PUNCH® XD



MPXD-SD, MP-03PRO

No hydraulics, no ratcheting, no mess: an advanced knockout tool used with a cordless drill to draw punch dies together for quick accurate knockouts.

MAX PUNCH™ 360 HYDRAULIC KNOCKOUT TOOL



MP360SDPRO

Lightweight stainless steel knockout tool with a 360° articulating head for application in tight spaces. This tool cuts 4 inch holes in 12 gauge stainless steel easily and quickly.

SIMpull™ FISH TAPE



FTSP45-240FMLT, FTSP45-125FML, FTSP45-125NCT

Versatile fish tape works great for filled or empty conduit: 4.5 mm models up to 2 inch conduit and 3 mm models up to 1 inch conduit.

QWIKline™ BUCKET



PL6500

Ready to use storage container quickly dispense a tangle free line.

QWIKtape™ SPOOL



SWMT1800-3000S, SWMT2500-3000S

QWIKtape™ Pull Tape increases pulling and installation efficiency on job sites. Thread and measure conduit as well as pull wire with one product.

CONDUIT HAND BENDER



MCB1/2, MCB3/4, MCB1

Southwire's hand benders reliably and repeatedly perform common bends, such as stubby-ups, offset, back-to-back and saddle bends.

MAXIS® MULTI-SHOE BENDER



MSB2000R

Compact, multi-shoe electric conduit bender for bending Rigid conduit. Includes bender, Rigid bending shoe and Rigid roller assembly.

NON-CONTACT AC VOLTAGE DETECTOR



40150N

Southwire's Non-Contact AC Voltage Detector makes it easier to check for the presence of live voltage on outlets, wiring, circuit breakers, lighting fixtures and switches.

TWO SHELF UTILITY CART



UCTS-LG, UCTS-SM

Designed to help make transporting materials and items around the job site easier and more efficient.

SUMNER MAC RACK™



MRACKI

1,000 lb weight capacity, mobile job site and conduit and pipe storage cart.

SIMpull BARREL™ HAND TRUCK



SBT01

Designed with solid rubber tires for no-flat job site peace of mind and a rugged steel frame.

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Simple Distribution

Our Central Distribution Center located in Cranbury, NJ is fully stocked to support your needs in the local market. Southwire also has five fully stocked customer service centers strategically spread across the US to ensure we can get you the products you need, built and packaged to your specifications, to your job when needed.

By having a network of distribution centers, we can better service your needs because we understand local market conditions.

Between us and Southwire, we will have what you need regardless of location.



Simple Delivery

Have your color, paralleled, cut-to-length reels, with SIMpull Heads™ pulling grips installed and delivered on SIMpull® Payoffs, on our SIMpull® Truck. You can then move the reels on the payoffs to the pull site, or you can back a flatbed truck with SIMpull® Payoffs up to your job site, hook the rope to the pulling grips and start your pull.

If your job site allows for this option, you're more likely to make up for any lost time, meet tight deadlines and ultimately get the job done ahead of schedule, regardless of the problems or issues you may have thought would delay the project and take you over budget.



By making improvements to all the individual steps of the installation, you begin to see significant improvements to the total installation, primarily in the areas of

**RELIABILITY, SAFETY, EASE OF INSTALLATION,
AND EFFICIENT USE OF LABOR.**

SIMpull® Product Performance Guarantee

Southwire Company, LLC guarantees that copper and aluminum SIMpull THHN® conductors, SIMpull XHHW-2® conductors, and SIMpull® Power Cables can be installed without requiring the application of lubricant to facilitate pulling through PVC or metal conduit, provided that the instructions available on the Southwire website are followed.

The guarantee is null and void unless the Contractor follows the instructions found in Southwire's "Installation and Application Guide for SIMpull® 600V/1000V Conductors" when installing the cable. The guarantee is valid only for installations where only Southwire SIMpull THHN® conductors, SIMpull XHHW-2® conductors, or SIMpull® Power Cables are used exclusively. The guarantee will not be honored on any circuits/runs where Southwire product is pulled in combination with another manufacturer's product.

If during installation, the performance of copper or aluminum SIMpull THHN® conductors, SIMpull XHHW-2® conductors, and SIMpull® Power Cables is not equivalent to the performance standard of conductors or cables installed with conventional lubricant applied at the time of installation, Southwire Company will reimburse the Contractor for the direct costs incurred replacing conductors that did not meet such equivalent performance standard during installation. **Under no circumstances, will Southwire be responsible for indirect costs, consequential damages, or incidental damages including loss of profit or revenue.**

Southwire reserves the right to have one of its representatives inspect the job site, the SIMpull cable, and the method used for installation prior to their removal.

This guarantee is separate and distinct from the product warranty set forth in Southwire's terms and conditions of sale located at: <https://www.southwire.com/TermsAndConditions>.

Claims made against this guarantee must be made in writing to Southwire on or before (i) **one week after the installation date**; or (ii) the expiration of the product's warranty period, whichever is earlier.

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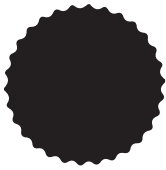
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Southwire Solutions University

A Unique Training Experience

SSU delivers real-world product training for contractors, distributors and apprenticeships throughout North America. SSU is based out of Southwire's Thorn Customer Solutions Center in Carrollton, GA with more than 15,000 square feet of classroom and hands-on experience area. SSU training focuses on Southwire's unique products and services that promote safety and productivity on every job.



GET QUALIFIED BY
THE INDUSTRY LEADER



GAIN HANDS-ON
EXPERIENCE



WORK MORE SAFELY
AND PRODUCTIVELY



INCREASE
PROFITABILITY

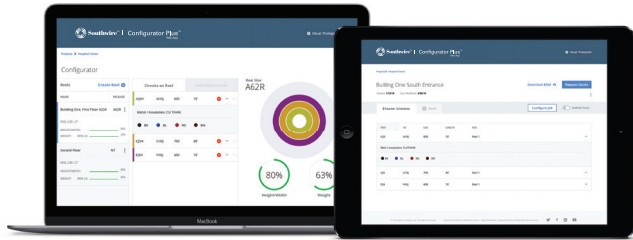
Contractor Solutions Professionals

Southwire's Contractor Solutions Professionals have years of experience in job site solutions and are here to help. A CSP will come to the job site to consult on layouts, pulling calculations and the overall setup. The CSP will be fully dedicated to your job site needs and will also have equipment available to demo on the job site.

*A consulting fee will apply based on complexity and time required, along with a signed service agreement.



CONTROLLING COSTS ON THE JOB IS HOW YOU KEEP YOUR BUSINESS, **IN BUSINESS.**

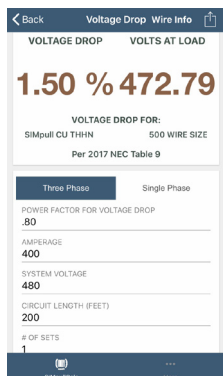


Configurator Plus™ Web App

Whether you're on the job site or on the go, you can access the Configurator Plus™ Web App on any device connected to the internet. This is a free cloud-based web application to help plan and manage pull schedules, or to order your feeder reels from Southwire or other regional distributors.

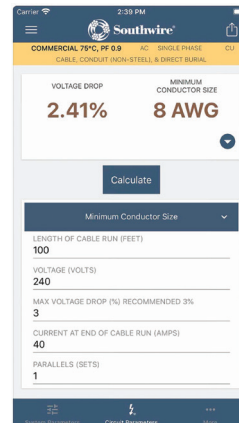
- Optimize job site installations
- Plan, manage, and order your feeder reels
- Improves accuracy and reliability on every order, small or large
- Gives you an easy step-by-step process to customize and order reels for all your projects
- Can be accessed on any device that is connected to the Internet

Go to ConfiguratorPlus.Southwire.com and use the Configurator Plus™ Web App Calculator to plan your next project.



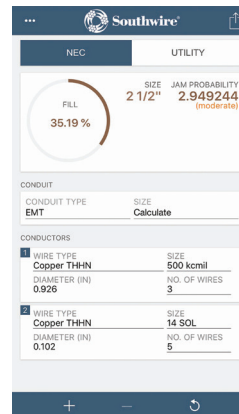
SIMpull® Cable Pull Calculator

Use this simple tool to calculate conduit size and fill percentage, pulling tensions, cable sidewall pressure, jam probability, voltage drop, ground wire sizing and more.



Voltage Drop Calculator

Determines wire size to meet specific voltage drop limits or calculates voltage drop for a specific conductor run. When sizing conductors, calculations limits wire size to voltage drop and NEC ampacity. Southwire's Voltage Drop Calculator is designed for applications using AWG and KCMIL sizes only.



Conduit Fill Calculator

A great tool to help electricians, engineers and contractors answer the question, "What size conduit do I use per the NEC®?"

The app will calculate the conduit fill percentages and jam probability for multiple conductors per NEC® Guidelines. Simply enter the conduit type and size, then specify your conductors.

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