



## Press Release

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FOR IMMEDIATE RELEASE

Nada Filipovic  
Marketing Manager

**Contact:** 2488 North Landing Road  
Virginia Beach, VA 23456  
800-298-3500  
[marketing@classicwire.com](mailto:marketing@classicwire.com)

### CLASSIC WIRE EXPANDS TWO REP'S TERRITORY

**February 14, 2023, Virginia Beach, VA** – Classic Wire & Cable is pleased to announce the appointment of Carter York Agency (CYA) as their representative for Alabama, Georgia and the Florida panhandle market and Lake Michigan Sales (LMS) will be their representative in Eastern Wisconsin and Northern Illinois.

CYA has represented Classic Wire & Cable in the Carolinas and Virginia since 2016. LMS has represented Classic Wire & Cable in Michigan since 2016.

“We are excited to see our partnership with these two reps grow,” said George Merritt, Vice President of Sales and Marketing. “They have both been trusted reps for us since Classic Wire’s inception and their experience and dedication to customer service will provide excellent value to our customers. We are excited for the future of these partnerships.”

CYA has been servicing the electrical manufacturing industry since 1975 and are active members in numerous associations, including the National Electrical Manufacturing Representative Association (NEMRA). LMS has been representing leading electrical product lines in the Illinois, Wisconsin, and Michigan markets since 2013.

For more information on Classic Wire & Cable, please visit [www.classicwire.com](http://www.classicwire.com) or email [marketing@classicwire.com](mailto:marketing@classicwire.com). To contact Carter York Agency, call 1-800-849-2759 or email James Mumford at [james@carteryork.com](mailto:james@carteryork.com). To contact Lake Michigan Sales, call 847-378-8045 or email [sales@lakemichigansales.com](mailto:sales@lakemichigansales.com).

*Classic Wire and Cable, established in 2016 with the vision to exclusively serve electrical distributors, has quickly progressed from idea to reality, and is led by industry veterans with over 200 years of wire & cable experience. With strategically placed regional distribution centers, each fully stocked with quality products, so our distributors can feel confident they are well supported with our full product line and competitive prices. For more information on Classic Wire & Cable, please visit [www.classicwire.com](http://www.classicwire.com).*

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