



Press Release

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Nada Filipovic
Marketing Manager

Contact: 2488 North Landing Road
Virginia Beach, VA 23456
800-298-3500
marketing@classicwire.com

SOLA SALES AGENCY ANNOUNCED AS NEW CLASSIC WIRE REP



March 13, 2024, Virginia Beach, VA – Classic Wire & Cable is pleased to announce SoLa Sales Agency as its newest sales rep. Effective March 6, SoLa will be servicing the state of Iowa and Eastern Nebraska. With the addition of SoLa, Classic Wire now has representation in every state.

“We are excited to welcome SoLa to the Classic Wire team,” said George Merritt, Vice President of Sales and Marketing. “The entire team at Classic is excited for the opportunity to finally reach all fifty states now that SoLa Sales Agency is on board, and we are confident that their dedication to excellent customer service will provide great value to customers in the region.”

SoLa Sales Agency is an independent sales representative agency for electrical manufacturers in the residential and commercial industry. Their territorial coverage spans across Iowa and Nebraska – a market that will be directly served for the first time through Classic Wire & Cable. As members of NEMRA and NIEC electrical organizations, their team is dedicated to providing customers with the highest quality experience and service support.

For more information on Classic Wire & Cable, please visit www.classicwire.com or email marketing@classicwire.com. To contact SoLa Sales Agency, email Roger Lahr at roger@solasalesagency.com or Dave Sorensen at dave@solasalesagency.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.

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