



Press Release

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

FOR IMMEDIATE RELEASE

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CLASSIC WIRE ADDS NEW REGIONAL MANAGER

March 23, 2023, Virginia Beach, VA – Classic Wire & Cable is pleased to announce Blaine Ballard has joined the team as Regional Sales Manager – Central/Northeast. He will be based out of Wisconsin.

With over 20 years of sales experience with electrical manufacturers, Blaine has held a wide range of roles such as Director of Sales, National Sales Manager, and National Account Manager at various companies.

“We are very excited to welcome Blaine to Classic Wire’s team,” said George Merritt, Vice President of Sales and Marketing. “His experience and knowledge of the industry will be an asset to our customers, and we look forward to a successful future with him on board.”



For more information on Classic Wire & Cable, please visit www.classicwire.com or email marketing@classicwire.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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