



## Press Release

P R E S S   R E L E A S E

FOR IMMEDIATE RELEASE

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### CLASSIC WIRE EXPANDS FISHCO GROUP'S TERRITORY

**April 1, 2024, Virginia Beach, VA** – Classic Wire & Cable is pleased to announce that FISHCO Group has expanded to represent Classic Wire in Kansas and Western Missouri. With these additions, FISHCO now covers the entire states of Kansas and Missouri, as well as Central and Southern Illinois.

“We are excited to see our partnership with FISHCO grow,” said George Merritt, Vice President of Sales and Marketing. “They have been a trusted rep for us over the past three years and their experience and dedication to customer service will provide excellent value to our customers across the regions. We are excited for the future of this partnership.”

FISHCO Group has served as a rep agency for electrical manufacturers in Illinois, Kansas and Missouri since 1998. Their knowledgeable and experienced sales team have over 300 years collectively of electrical experience, and they have been NEMRA members for 26 years.

**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 FISHCO Group, call 314-865-5100 or email [orders@fishcorep.com](mailto:orders@fishcorep.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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