

JUNE 29, 2026



Classic Wire & Cable, LLC  
2980 NE 207th Street, Suite Penthouse  
Aventura, FL 33180

---

# PRESS RELEASE

## CLASSIC WIRE & CABLE WELCOMES PEAK ELECTRICAL SALES AND PEARSON-BECKER TO SALES REP NETWORK



**Miami, Florida** - Classic Wire & Cable (CWC) is pleased to announce the addition of Peak Electrical Sales (PES) and Pearson-Becker to the Classic sales team. Effective immediately, PES will represent CWC throughout Colorado, eastern Wyoming, and western Nebraska, while Pearson-Becker will represent CWC across northern Illinois.

PES and Pearson-Becker bring extensive industry knowledge and a customer-focused approach to their respective markets. With deep roots in their respective markets, both agencies understand the challenges and opportunities facing today's distributors and contractors. Their experience and local expertise will help connect customers with the products, resources, and support needed to execute projects with confidence.

Through these partnerships, customers across both regions will benefit from enhanced local support back by CWC's dependable inventory, value-added services, and commitment to delivering high-quality wire and cable products. By adding PES and Pearson-Becker to its sales network, CWC continues to enhance its regional presence and strengthen support for distributors and contractors across these key markets.

"We're excited to welcome Peak Electrical Sales and Pearson Becker to the Classic team," said Matthew Merritt, Vice President of CWC. "Both agencies have established themselves as trusted resources in their markets, and we're confident their local expertise will help strengthen our presence and create new opportunities for growth. We look forward to building on that momentum together."

To contact PES, please email [service@peakelectricalsales.com](mailto:service@peakelectricalsales.com) or call 303-284-0375. To contact Pearson-Becker, please email [\[email\]](#) or call [\[phone\]](#). To contact CWC, please email [sales@classicwire.com](mailto:sales@classicwire.com) or call 800-298-3500.