

the
WOMACK

SPRING 2017

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"What Customer Service Is About!"

way®

RESIDENTIAL MARKET

Product and Service Solutions

ELECTRICAL SAFETY

Your Complete Source

WOMACK

ELECTRIC SUPPLY

"What Customer Service Is About!"

The Electrical Marketplace -

What's Your Niche and Are You Making the Most of It?

The next few issues of The Womack Way newsletter will focus on the various marketplaces within the broader electrical industry and will explore contractor profit building product and service solution opportunities to be found within each market.

We hope you will enjoy this series of articles. Our first article targets the residential marketplace. Future articles planned include commercial, industrial and others. No matter what your niche is, we hope you will find the information informative and helpful. We encourage you to contact us regarding any questions you may have regarding market products and services.





Halo SMD – The NEW problem solver! In Round and Square!

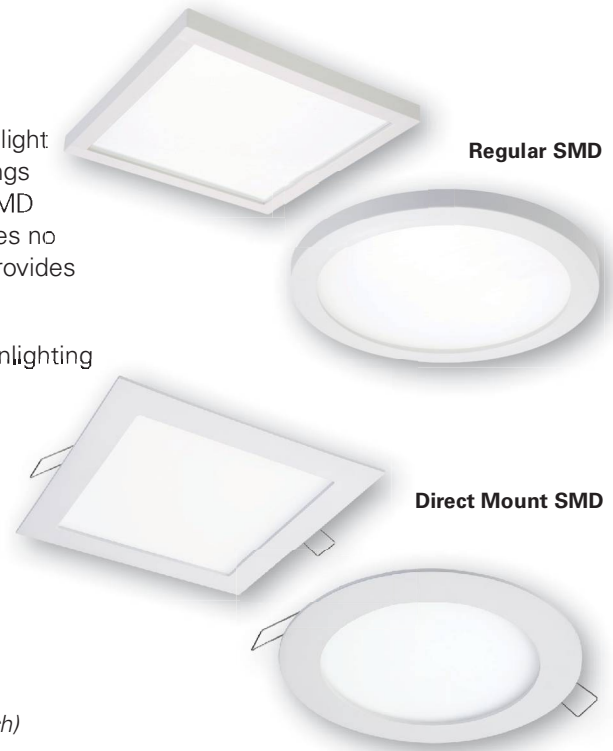
Halo is excited to announce the introduction of the Surface Mount Downlight (SMD). The standard SMD series (Jbox/Housings) features updated stylings and now provides a class leading low profile thickness of 1/2 inch. The SMD family also features a new SMD - Direct Mount (DM) version, that requires no existing Junction Box or Recessed Housing. The Direct Mount product provides an astounding 1/8 inch thickness on the ceiling.

The SMD series is ideal for residential and light commercial general downlighting with its versatile installation, attractive design, and energy efficiency.

This LED surface collection is available in 4" and 6" apertures, in both round and square shapes. The SMD4 delivers up to 810 lumens and the SMD6 series delivers up to 815 lumens. The SMD is available in 90CRI and in 2700K, 3000K, 3500K, 4000K or 5000K CCT options. These products are 120V and provide smooth dimming down to 5% with phase control dimmers. The SMD can be ceiling or wall mounted, and is wet location (ceiling) without caulk.

All SMD LED modules are in stock* and available for immediate order.
*(SMD-DM LED modules will be in stock in March)

See Halo in a whole new light!



Residential Market

Electrical Options for Better Living

With the single-family housing market expected to heat up over the next two years, now is the time for all residential electrical contractors to think seriously about how they have positioned themselves in this market to realize the greatest gains. Homeowners expect their homes to provide them with safety and security, indulge them with comfort and convenience, and operate efficiently. Even though they want to save money where possible, they are willing to pay for upgrades and improvements that both simplify and improve their quality of life. It's time to ask yourself the question, "Are you differentiating yourself and your company by making your customers aware of the latest residential electrical products and options?" Stand out! You owe it to them to provide choices, and you owe it to yourself to earn the extra profits that are realized by offering up-sell and upgrade options.

Womack – Your Residential Sole Source

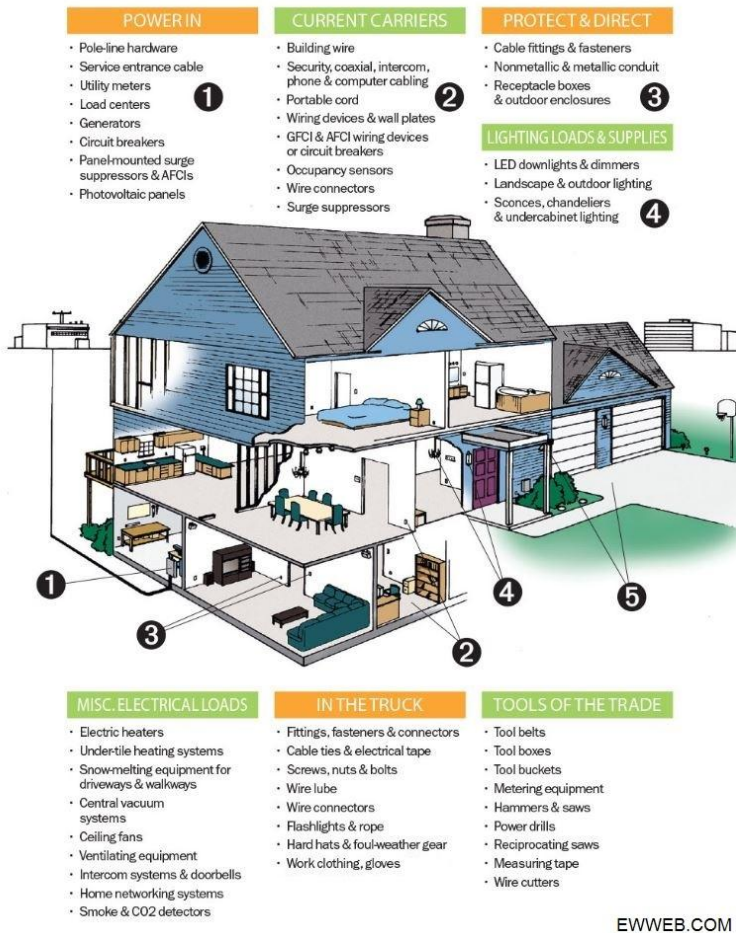
Womack Electric Supply has the products you need to succeed and stand out in the residential marketplace. We partner with leading industry manufacturers to bring the latest innovations to market. With convenient branch locations and Central Distribution Center, our streamlined infrastructure works efficiently to get you the products you need faster.

We are committed to being your sole source. We understand the market, its pressures, and demands. You can depend upon us to provide product and service solutions designed to grow your business and profit margins.

Think of your relationship with us as part of the Womack Advantage, a partnership that allows you to focus on business while we take care of everything else.



***"Stand out! You owe it to them
to provide choices ..."***



Products that Add Value

The above illustration depicts typical products associated with single family residential construction models. In addition to the standard selections, there are many products that provide extra value to your customers and create additional profit building opportunities for your business. Examples include: Data outlets, under-cabinet lighting, recessed outlets, surge outlets, home network and entertainment options, outdoor lighting, floor heating, stand-by power, intercom systems, whole house lighting controls, energy efficient lighting and much more.

Make it your goal to educate your customers about choices and options. Focus on comfort, entertaining, safety, energy efficiency and connectivity. These items are available for retrofit into existing homes, but when offered to new construction customers they have the added benefit of being included in the initial build and financed through the mortgage.

Womack Services that Create Efficiency, Boost Productivity and Build Profit for Your Company

Contractor Marketing Solutions: From branding to training to websites, we provide opportunities to effectively market your company.

WES Connect® Online Ordering: This online tool and app makes developing accurate bids and placing orders quick and easy.

Online Billing: These billing options allow you to get your invoices electronically and pay your bills online to keep your cash flow moving in the right direction.

Easy Import: Create efficiency by importing your invoices directly into your accounting software.

Stock Optimization Program: We'll ensure that the parts and products you use most are right where you want them – in your shop!

Pre-Fabrication Solutions: Respond to high labor cost and compressed schedules by using products with productivity designed in.

Customer Service Guarantees: We are committed to error-free billing, accurate shipping and keeping our most popular products in stock. If we fall short, we'll issue you a \$25 customer service guarantee certificate.

Contact us today to learn more about Womack Electric Supply's residential products and services. We look forward to hearing from you!



LOOKING AHEAD

Check out what's coming up in the next two editions of The Womack Way.


Summer 2017: Commercial Market: Product & Service Solutions
Womack University Seminar
Food for Families

Fall 2017: Industrial Market: Product & Service Solutions
Give a Kid a Bike 2017





LEADING THE WAY IN CABLE MANAGEMENT



Cablofil installs 30% to 50% faster than other cable management methods and the US market leader with over 125,000 miles installed worldwide.

PW cable tray features ITray, coded for easy ordering with a standard mid-span splice that maintains a full NEMA load class.

Legrand is at the forefront of advancements in cable management with **in-stock products** that ship fast and installation innovations that help contractors finish projects faster. Our goal is to **meet your highest expectations** with the best products on the market, delivered on time to you.

For more info, visit www.legrand.us/cablofil or call us at 800-566-4641.

designed to be better.™



NATIONAL ELECTRICAL SAFETY MONTH

May is National Electrical Safety month. Make electrical safety a priority for your business and your workers. Womack Electric Supply is your complete safety headquarters for PPE, lock-out/tag-out, apparel, climbing, tools and other safety related items. Let us help to keep you safely working this year and for years to come.



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KITS • BOXES

TRIM KITS • ACCESSORIES



Arlington



or the
FULLY FLUSH...



CHOOSE THE ONE THAT'S RIGHT FOR YOU!

NEWS BRIEFS

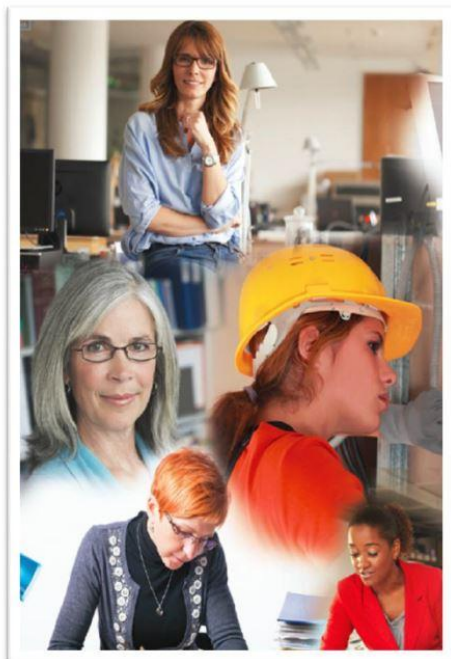


Jason Biggs

Womack Way Award

Jason Biggs, Project Salesperson, in Greensboro, North Carolina is this quarter's recipient of the Womack Way Employee Award. The award is bestowed upon an employee that best demonstrates what "The Womack Way" is about in that quarter. What does that entail ... it's "What Customer Service is About!" ... attentiveness to our customers and their needs, clear communication skills, willingness to learn (new products, new skills), a positive attitude, time management skills, and being a team player. Each quarter, the employee that is chosen will earn a \$100 gift card and Womack Way trophy. Congratulations Jason!

WOMACK UNIVERSITY



FREE SEMINAR

Thursday, April 20, 2017

9:30am – 3:00pm

Refuse to be a Victim Safety Seminar

Speaker: Steve Adkins, Womack Electric

Computer & Cell Phone Security

Speaker: Robert Herring, Womack Electric

Lunch Provided

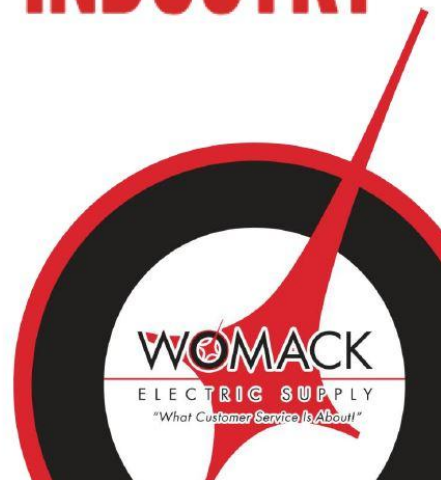
Embassy Suites

Raleigh Durham Airport/Brier Creek
8001 Arco Corporate Dr.
Raleigh, NC 27617

WOMEN IN ELECTRICAL INDUSTRY

REGISTER ONLINE

www.womackelectric.com



854DX Electric Bender

#854DX

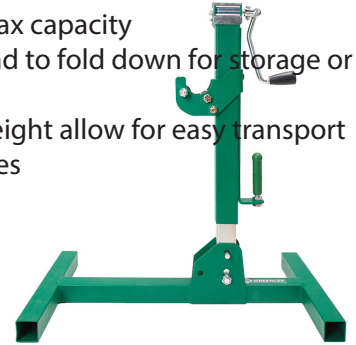
- **VERSATILE** - 1 shoe bends ½" to 2" EMT, IMC and Rigid conduit
- **ACCURATE** - Absolute encoder stops bending at precise angles
- **RELIABLE** - Solid state electronics rated for 1,000,000 + bends
- Simple switching between vertical and horizontal bending con-figurations
- Digital pendant sets angle and monitors process
- Solid state system eliminates arcing and prevents damage from temporary power loss
- Amperage Rating: 20 AMP GFCI Protected Receptacle
- Bend Radius: 4.25" (108 MM) -9" (228.6MM) (EMT, IMC Rigid) for 1/2" - 2" Shoe Size
- Capacity: 1/2" - 2" Rigid, IMC, EMT
- Includes: 1/2" - 2" Rigid / EMT / IMC Shoe, Roller Support and Digital Pendant
- Standard: C/US UL Listed



RXM Jackstands

#RXM

- Open head allows for quick, top-loading of spindle
- Ergonomic sidewind crank located at top of jack to minimize bending by operator
- Decreased muscle efforts to the wrist, hand and forearm, and also reduces back strain on the operator
- Quick adjust head rapidly adjusts to different spool dimensions
- Easier to use when at max capacity
- Snap button allows stand to fold down for storage or transportation
- Compact design and weight allow for easy transport and less lower leg injuries
- No loose pieces



G3

#G3

- 20% faster cable pulls with high-speed pulls up to 1,000 lbs
- 25% stronger continuous pulling load
- Durable motor designed for pulling efficiency
- 3X faster setup & no loose pieces
- Patented clamp easily adjust for different sizes of conduit
- Change tail length, pull direction, and angle of pull with ease
- Right angle sheave keeps operators safely out of direct line of pulls
- Handle & wheels increase mobility around jobsites

Specifications:

- Dual capstan pulls:
 - High speed (97 ft/min)
 - Low speed (41 ft/min)
- Pulling force:
 - Continuous rating: 1,200 lbs
 - Intermittent rating: 2,000 lbs



Quick Change Carbide Cutters

#648 / 660

- Complete solutions for 1/2" to 2" conduit
- Includes 7/8" - 2 1/2" cutters
- Fast, accurate holes in stainless steel, mild steel, iron, copper, brass, aluminum, fiberglass and plastic sheet
- Extends tool life with reduced friction, torque and heat
- Quick Change Arbor – change cutter heads with a simple push and turn
- Split point, cobalt-steel pilot drill eliminates walking and penetrates quickly
- Precision engineered, tungsten carbide teeth for fast cutting of round, burr-free holes
- Optimized carbide placement reduces friction and torque – requires less force and generates less heat while cutting
- Flange stop for safety – prevents over-drilling
- Ejector Spring – automatic slug removal with every cut

Specifications:

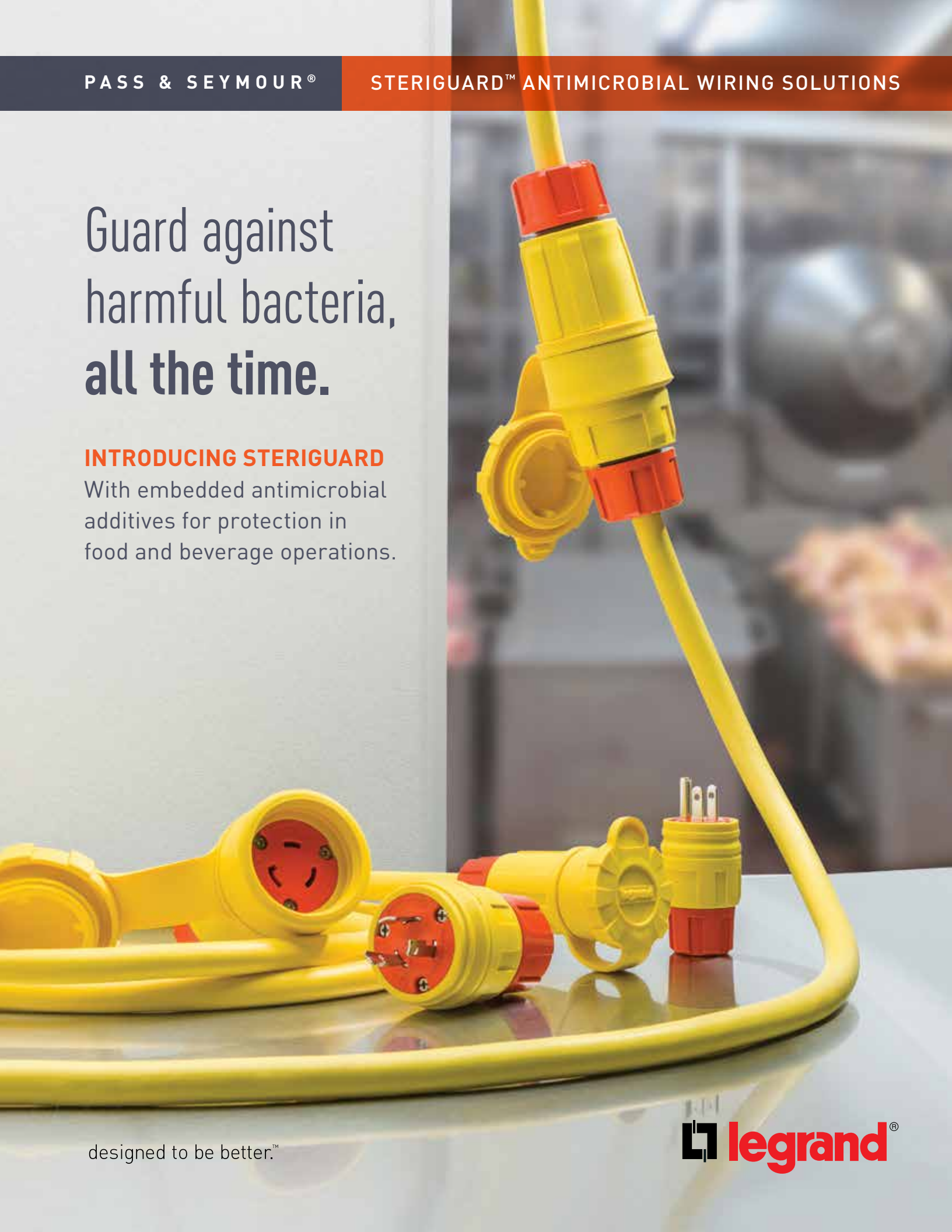
- Hole sizes: 7/8", 1-1/8", 1-3/8", 1-3/4", 2", 2-1/2"
- Pipe/conduit sizes: 1/2", 3/4", 1", 1-1/4", 1-1/2", 2"



Guard against harmful bacteria, all the time.

INTRODUCING STERIGUARD

With embedded antimicrobial additives for protection in food and beverage operations.



designed to be better.™