

the  
**WOMACK**

OCTOBER 2015

[www.womackelectric.com](http://www.womackelectric.com)

*"What Customer Service Is About!"*

**way**®

**USING TECHNOLOGY  
TO MAXIMIZE EFFICIENCY  
IN YOUR BUSINESS**

**GIVE A KID A BIKE  
2015 CAMPAIGN**



# Honing **EFFICIENCY**

**Providing you with tools to get things done efficiently**

Whether you're involved in electrical construction, maintenance, manufacturing, or purchasing; you know efficiency equals profitability. From the front office, to jobsite or factory floor, Womack Electric Supply has the tools to get the job done. We can help you be more efficient in every facet of your business; whether it's creating orders, installing fixtures, or sending out invoices. From our IT and Credit Department to our Tool Service and Product Launch team, our job is to make your job easier and more profitable.

## **Tools to Run Your Business**

Womack provides an entire suite of tools to help you manage your business: PowerSource Online, PowerSource Online App, eInvoice Connect, NetPricer, Supplier Xchange, and Womack Contractor Marketing Solutions. These solutions get the business side of your business done – covering online ordering, estimating, accounting processes, and website marketing.

## **Tools to Run Your Job**

With the launch of WomackTools.com, we now have a convenient, 24/7 way to also get the construction side of your business done. Here you can shop online for latest advancements in jobsite tooling and safety equipment and also connect with our tool service department.

## **The Best New Products**

As construction technology continues to advance, manufacturers introduce new products at an increasing rate. Before you see a new product launched at Womack Electric Supply, rest assured we've done the homework, comparing claims and choosing the best products at the best value. We take the time to make sure that the "latest" really is the "greatest". The next time you visit one of our locations, look around and ask about our Featured New Product. We are confident they are best in class. You can be confident that we realize your opinion is what matters.

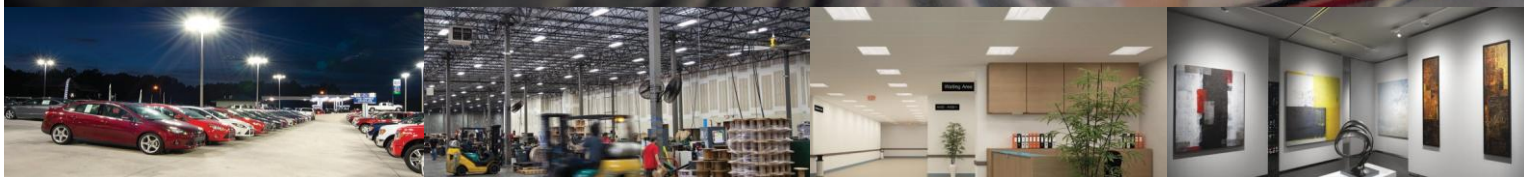
Keep reading in this issue of Womack Way to learn more about how you can maximize efficiency in your business.



**Steve Adkins, Sales Specialist – New Products**  
Womack Electric Supply



# Knowledge you can build on.



## Information you can count on.

Even if you're a veteran lighting professional, you never stop learning. The Lighting reSOURCE features information, education and inspiration powered by over 100 years of expertise to energize your lighting career. From LED toolkits and photo galleries to original feature content on emerging lighting trends, The Lighting reSOURCE gives you 24/7 access to the information you need to deliver world-class results. Enhance your lighting knowledge at **TheLightingResource.Eaton.com**.



Follow us on social media to get the latest product and support information.





# USING TECHNOLOGY TO MAXIMIZE EFFICIENCY

Time and money are often spoken of interchangeably.

The reason is because both are very valuable and come in limited quantities. As a small business owner, you can't afford to waste either. Thankfully, today's technology offers countless opportunities to maximize efficiency within your business operations, saving you time and money. An efficiently operating business provides you more time to market your business, increase production and thereby profits.

## How Technology Can Maximize the Efficiency of Your Business

Computers, smart devices and application specific apps and technology are fueling a new generation of tech savvy electrical contractors. Technology allows for faster processing of data, easier retrieval of information, and ease of keeping information up to date. When technology is used for repetitive

operations, mistakes are reduced or eliminated, and the time it takes to complete the task is greatly reduced. Placing rough-in and trim-out orders by sending a service tech to the supply house counter is no longer required. What used to take several minutes to an hour can now be done instantly, with a few clicks of the mouse or taps on a touch screen. The saved time allows for your business to handle additional service calls or increase jobsite productivity.

When you know what technology can do for your business, chances are you'll want to implement technological solutions to make your own business more efficient. Here are a few simple ways Womack Electric Supply can help get you started...

## Quickly Place Orders from Anyplace You Can Go Online – Desktop or Mobile Device

Womack's **PowerSource Online** and **PowerSource Online App** provide an easy way to shop online, browse products, request bids, place orders and so much more.

Key features include:

- Reorder Pad – 365 Day History
- Browse Products by Mfr
- Create Custom Product Groups
- Create Custom Part Numbers
- Filtered Search Capability
- Compare / Contrast Products
- Download Specification Sheets
- Account Inquiry / Order History



## Jobsite Tooling & Safety Products – At Your Fingertips

Need tools and gear? **WomackTools.com** provides you with the convenience of 24/7 online shopping for top name brand tools and equipment.

Key Features Include:

- Exclusive Online Product Specials
- Browse Standard & New Product Selections
- View Product Information
- Download Specs
- Watch Product Videos & Demos

## Need a Website – But Don't Know Where to Start?

Well, worry no more. **Womack's Contractor Marketing Solutions** provides services to build, host and maintain your business card to the world. Let your website advertise for you!

Key Features Include:

- Website Design/ Build
- Domain Registration
- Monthly Hosting
- Product & Service Advertising
- Product Training
- Updates & Maintenance

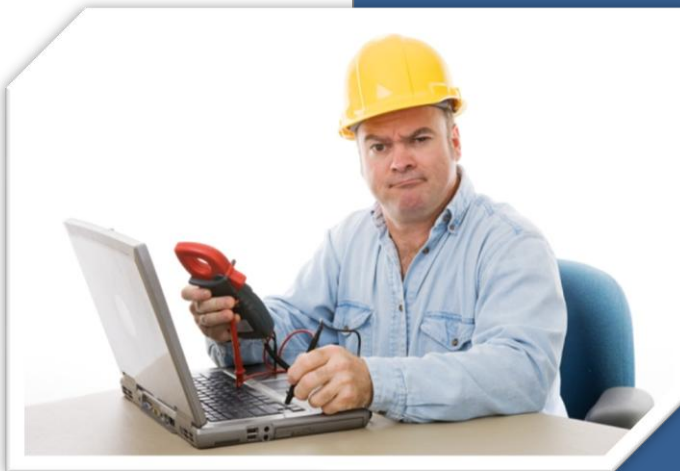
Many different types of technology can help your business maximize efficiency and productivity, decrease expenses and increase profitability. Consider how your business operates and then determine which technologies will benefit your organization in terms of saving time and increasing your bottom line.

## DON'T FORGET ABOUT THESE ...

### NetPricer & Supplier Xchange

Do you use estimating software? If so, Womack Electric Supply can provide your pricing directly into your estimating software via NetPricer or Trade Service Supplier Xchange.

Contact [powersource@womackelectric.com](mailto:powersource@womackelectric.com) for more information.



### eInvoice Connect

Ready for a secure, easy-to-use online site for viewing & paying your invoices? Get connected and streamline your accounting processes. You'll receive a full complement of features and tools to view invoices & statements online, import invoices into your accounting system and pay online.

Contact [credit@womackelectric.com](mailto:credit@womackelectric.com) for more information.

For More Information About These  
& Other Services Visit Us Online

**[www.womackelectric.com](http://www.womackelectric.com)**





**best of the best** 2015  
AWARD WINNER



From left: Tara Lewis,  
Greg Bullock, Mason  
Pruitt, Rhonda Aherron

## Womack's Winning Way

**Womack Electric Supply's  
"The Womack Way"  
highlights service at every  
level of the company.**

Womack Electric Supply Wins Top  
Distributor Honor in the 2015  
Electrical Distributor Magazine  
Best of the Best (tED)  
Marketing Awards.

**BEST  
OVERALL  
DISTRIBUTOR**

In August, during  
the 2015 NAED  
AdVenture Conference,  
Womack Electric Supply was  
recognized with a total of six awards  
including: Best of the Best Overall  
Distributor, Brand Awareness,  
Creative Display, Integrated  
Promotional Campaign, PR -  
Community Outreach, and  
Publication.

Rhonda Aherron, Marketing  
Manager for Womack Electric Supply  
accepted the awards and noted, "Our  
marketing strategy is built upon  
making our customers more  
successful and helping them in their  
business while at the same time  
building our brand recognition  
highlighting the ways that every  
Womack employee adds value for the  
customer."

The tED magazine Best of the Best  
Marketing Awards Competition is an  
annual event recognizing  
marketing's finest in the electrical  
distribution industry.



# simplicity

Plug into a new kind of energy savings.

## LED replacement for CFL plug-in downlights

GE's LED plug-in lamps allow you to replace inefficient CFL 4 pin G24q/GX24 without tools or costly upgrades. Simply plug the replacement lamp into the existing ballast.



Bulb Shape	Base Type	Watts	Order Code	Description	Volts	Case Qty"	MOL (In)	Lumens Initial	CBCP	Initial Color Temp	CRI	Wattage Equivalent	*Rated Life L70 (Hrs)	Dimmable	ENERGY STAR® Status	#Location Rating	Additional Information
Vertical																	
	G24q/GX24	12	96689	LED12G24q-V/835	6	5.3	1000	3500	80	26	50,000	-	-	-	-	Indoor	White
		12	96771	LED12G24q-V/840	6	5.3	1000	4000	80	26	50,000	-	-	-	-	Indoor	White
		12	96775	LED12G24q-V/830	6	5.3	950	3000	80	26	50,000	-	-	-	-	Indoor	White
		12	96801	LED12G24q-V/827	6	5.3	950	2700	80	26	50,000	-	-	-	-	Indoor	White
Horizontal																	
	G24q/GX24	12	96761	LED12G24q-H/835	6	5.2	1000	3500	80	26	50,000	-	-	-	-	Indoor	White
		12	96769	LED12G24q-H/840	6	5.2	1000	4000	80	26	50,000	-	-	-	-	Indoor	White
		12	96798	LED12G24q-H/830	6	5.2	950	3000	80	26	50,000	-	-	-	-	Indoor	White
		13	96799	LED13G24q-H/827	6	5.2	950	2700	80	26	50,000	-	-	-	-	Indoor	White

# versatile

## GE LED replacement lamp for 400 Watt HID

GE's LED replacement for 400W HID lamps are the easy way to leverage the low energy and long life of LED. Simply screw the LED lamp into the existing fixture – no tools, wiring or costly upgrades required.



Bulb Shape	Base Type	Watts	Order Code	Description	Volts	Case Qty"	MOL (in)	Lumens Initial	CBCP	Initial Color Temp	CRI	Wattage Equivalent	*Rated Life L70 (Hrs)	Dimmable	#Location Rating	Additional Information
400 Watt HID Replacement Lamp																
ED37	EX39	165	21259	LED165/M400/740	120/277	3	11.42	20,000		4000	73	400	50,000	-		Dry

ecomagination<sup>SM</sup>

To learn more about saving money and energy, go to: [gelighting.com/ThinkLED](http://gelighting.com/ThinkLED)

When you Think LED lighting, Think GE.



# 6<sup>th</sup> Annual Event

**WOMACK**  
ELECTRIC SUPPLY

# "Give a Kid a Bike"



Partnering together to support our communities



## Our Goal This Year – 425 Bikes

Last year we donated 267 bikes

- Drop off a bike or monetary donation, between October 15<sup>th</sup> and December 7<sup>th</sup>, at any Womack Electric branch. All donations will be pooled to purchase as many bikes as possible. Your donation made payable to NCAEC or YMCA Danville is tax deductible.
- Donated bikes will be delivered on December 11<sup>th</sup> to local YMCA organizations for distribution to kids in local communities. Our partnership with YMCA serves to further the important mission of youth development, healthy living and social responsibility.



**Please Donate. Make a kid smile this holiday season!**



Watch for more details!

CYBER  
WEEK

Nov. 30 – Dec. 4



**SAVE \$100**

Trade-In A Like Professional Grade Corded Tool  
And Save \$100 On A New Milwaukee M18 FUEL™ Kit!  
Offer Valid Until October 31, 2015 Or While Supplies Last.



Sale Price: \$299.00  
Trade-In: \$100.00

**\$199<sup>00</sup>**

**M18 FUEL**

**M18 FUEL™ 1/2" Hammer  
Drill/Driver Kit**

2604-22 POWERSTATE™ Brushless motor delivers 725 in.-lbs of torque plus 0-550 and 0-1,850 RPM. Includes (2) M18™ REDLITHIUM™ XC 4.0 Extended Capacity batteries, multi-voltage charger, side handle and case.

**ELIGIBLE M18 FUEL™ PRODUCTS FOR DISCOUNT**

MODEL	DESCRIPTION
2603-22	M18 FUEL™ DRILL DRIVER XC KIT
2604-22	M18 FUEL™ HAMMER DR XC KIT
2653-22	M18 FUEL™ 1/4" HEX IMP XC KIT
2654-22	M18 FUEL™ 3/8" IMP WR XC KIT
2655-22	M18 FUEL™ 1/2" IMP WR- XC KIT
2655B-22	M18 FUEL™ 1/2"IMP WR W/BALL KIT
2707-22	M18 FUEL™ 1/2" HOLE HAWG KIT
2708-22	M18 FUEL™ OD HOLE HAWG KIT
2712-22	M18 FUEL™ 1" SDS+ 2 KIT
2712-22DE	M18 FUEL™ 1" SDS+ 2 DE KIT
2715-22	M18 FUEL™ 1-1/8" SDS+ 2 KIT
2715-22DE	M18 FUEL™ 1-1/8" SDS+ 2 DE KIT
2720-21	M18 FUEL™ SAWZALL 1 BAT KIT
2720-22	M18 FUEL™ SAWZALL 2 BAT KIT
2729-21	M18 FUEL™ BAND SAW 1 BAT KIT
2729-22	M18 FUEL™ BAND SAW 2 BAT KIT
2730-21	M18 FUEL™ 6 1/2" CIRC SAW 1 BAT KIT
2730-22	M18 FUEL™ 6 1/2" CIRC SAW 2 BAT KIT
2731-21	M18 FUEL™ 7 1/4" CIRCLE SAW 1BAT KIT
2731-22	M18 FUEL™ 7 1/4" CIRCLE SAW 2 BAT KIT
2762-22	M18 FUEL™ 1/2" HTW W/PIN KIT
2763-22	M18 FUEL™ 1/2" HTW W/RING KIT
2764-22	M18 FUEL™ 3/4" HTW W/RING KIT
2765-22	M18 FUEL™ 7/16" UTILITY DR KIT
2780-21	M18 FUEL™ 4-1/2" /5" PAD 1 BAT KIT
2780-22	M18 FUEL™ 4- 1/2"/5" PAD 2 BAT KIT
2781-21	M18 FUEL™ 4- 1/2"/5" SLIDE 1 BAT KIT
2781-22	M18 FUEL™ 4-1/2/5" SLIDE 2 BAT KIT
2796-24	M18 FUEL™ 4 TOOL COMBO KIT
2796-26	M18 FUEL™ 6 TOOL COMBO KIT
2794-22	M18 FUEL™ HAMMER DR W/FUEL SAWZALL KIT
2797-22	M18 FUEL™ HAMMER DR W/IMPACT KIT

**WOMACK**  
TOOL SALES & SERVICE

# NEWS BRIEFS

The recently held Womack University Tools & Safety Workshop coincided with the grand opening celebration of the new Womack Tool Sales & Service Center in Burlington, North Carolina.

Over 100 attended, receiving training in topics including code change, PPE, fall safety, ladder certification, distribution and fuse safety and more. When asked what was most liked about the workshop two attendees noted ... “the amount of info covered” and “the pinpoint & very useful info from each presentation.”

Our thanks go out to all who attended and made the event such a success!



# WOMACK

UNIVERSITY

A Part of

THE  
WOMACK  
ADVANTAGE



Chris Denton



Chris Denton, Branch Supervisor of Womack's Clayton, N.C. branch, is the first 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, Chris!

## New Change To Virginia Residential Building Code Goes Into Effect



A new residential building code change that affects all homes in Virginia permitted after July 14, 2015 states that homes are required to have a way to provide measureable fresh air exchanges. This has been the case in Maryland and with high performance built homes the past few years.

An overview of the code changes, requirements and a document from the Virginia Department of Housing and Community Development outlining the parameters of the fresh air options is available on our website at [womackelectric.com](http://womackelectric.com) under the heading Current News.

## Womack Electric Supply Honors Kevin Guilliams With Prestigious Service Award

Kevin Guilliams, Branch Supervisor of Womack's Rocky Mount, Virginia branch, recently reached the employment milestone of 25 years of dedicated service to the company. To reward his service and commemorate the occasion, Kevin received a one troy ounce fine gold American eagle coin in a commemorative wooden box. Womack Electric Supply President, Burke Herring, is shown at right presenting the award to Kevin.

Congratulations, Kevin!





# GEAR UP WITH KLEIN TOOLS



**HURRY!**

**While Supplies Last**

[www.womackelectric.com](http://www.womackelectric.com)

[www.womacktools.com](http://www.womacktools.com)

**&**

**WOMACK**  
ELECTRIC SUPPLY

**BUY \$100 IN KLEIN TOOLS – GET A FREE KLEIN CAMO HOODIE**

**BUY \$75 IN KLEIN TOOLS – GET A FREE KLEIN CAMO T-SHIRT**

**BUY \$50 IN KLEIN TOOLS – GET A FREE KLEIN CAMO HAT**

**TO GET**

**Camo Wear for FREE**

# WHAT'S INSIDE

**WOMACK**

ELECTRIC SUPPLY

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Danville, VA 24543

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US POSTAGE

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Danville, VA  
Permit No. 521

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- Using Technology to Maximize Efficiency
- Power Lines
- Best of the Best Awards
- Give a Kid a Bike - 2015 Campaign
- Milwaukee Tool Trade In Event
- Cyber Week Sale
- News Briefs
- Klein Tools – Camo Wear Promotion
- Oktoberfest – Online Shopping Rewards



Check Out Our Specials on PowerSource Online @

**www.womackelectric.com**



## Online Shopping Rewards

- Purchase online during the month of October on Womack's PowerSource Online or WomackTools.com
- Order \$100, receive a Womack T-Shirt (Safety Green)
- Order \$250, receive a LED 1000-Lumen Feit Flashlight (#72336)
- Order \$500, receive a Klein pocket knife (#44033)
- One prize per customer account. Prize will be shipped to customer.



**WWW.WOMACKTOOLS.COM**

**WWW.WOMACKELECTRIC.COM**

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ELECTRIC SUPPLY

"What Customer Service Is About!"