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Hendrix and Kerite Power Cable launch new e-commerce site for purchasing power cable solutions

MILFORD, NH (September 22, 2015) — Hendrix and Kerite Power Cable, both Marmon Utility companies, have launched an upgrade to their www.cableprospector.com website. The new site, which features e-commerce capabilities along with an interactive experience, provides a completely updated storefront for both the Hendrix and Kerite brands to showcase their medium voltage power cable products, tree wire and tap wire.

The site provides access to a broad range of Hendrix and Kerite cable that is in stock and ready for immediate delivery. The cableprospector.com site features a user-friendly product search mechanism with drop-down menus, with products from tree wire and tap wire from Hendrix Aerial to power or underground cable solutions from Hendrix and Kerite Power Cable. Similar to any online retailer, the site enables customers to purchase products directly from the online interface. New customers can pay via secure credit card processing, and return customers can be provided payment terms once credit is established.

Customers can take advantage of the pre-cut lengths of cable of varying sizes and conductor types, or cable can be custom-cut to meet exact needs of a project. If necessary, there is also a mechanism to request more information, should further details be required before a purchase is made. Orders from the cableprospector.com site are typically shipped within a couple of business days — provided the cable is in stock and there is no cutting or prepping required — or it can be picked up directly from the factory, at the customer's convenience.

“The upgraded cableprospector.com is a great service to our customers,” says Sandy Thatcher, Hendrix/Kerite Power Cable Sales and Marketing. “We are thrilled to offer our customers an intuitive online experience with e-commerce capabilities so they can order our products at their convenience. Shipping can take place very quickly, so lead times are much better than industry norms, and minimum order quantities do not apply. This is what our customers are looking for, so it's great to be able to deliver.”

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About Hendrix

A member of the Marmon Utility Group of companies, ISO 9001-certified Hendrix Wire & Cable Inc. is made up of three divisions: Aerial Cable Systems, Molded Products, and Medium Voltage Power cable. Since 1951, Hendrix has been a leading manufacturer of quality products and services addressing the needs of the utility market. For more information, call 603.673.2040 or visit www.hendrix-wc.com.

About Kerite Power Cable

Kerite, founded in 1854 and headquartered in Seymour, Connecticut, is a member of the Marmon Utility Group of companies. For 160 years, Kerite has manufactured the highest-quality insulated utility transmission and distribution power cable, as well as industrial power cable. For more information, call 1.800.777.7483 or visit www.kerite.com.