



PHILATRON WIRE AND CABLE

“A CULTURE OF SOLUTION”

**USA PREMIER MANUFACTURER
OF ELECTRICAL WIRE AND CABLE**

For Immediate Release:

Santa Fe Springs, CA - 10/7/2009: Philatron Wire and Cable (formerly Philatron International, Inc.), the leading premier custom electrical wire and cable manufacturer, announces the launch of its new corporate name and logo. Philatron’s new name, “Philatron Wire and Cable”, signifies the company’s core competency – Wire and Cable. The logo signifies the ability to make the electron spin world wide, around the globe to all countries. The name change and logo incorporates elements that reflect the Ramos Family’s rich heritage in Wire and Cable - and commitment to provide solutions and provide “power” to the world today, tomorrow, and for future generations.

“This is an incredible and dynamic time in Philatron’s history. We are on the heels of moving from one generation to the next, providing growth, new markets, and a bright future”, said Phil M. Ramos, Jr. Owner, President and CEO of Philatron Wire and Cable. “While our corporate name changed slightly, and the new logo received a make over, the commitment of our team members translate into exceptional engineering and manufacturing for our customers – all remain the same. The new corporate name allows us to better represent who we truly are”.

The logo design signifies the true meaning of Philatron. Many people have believed that the “Phil” in Philatron is a name given from the owner, Phil Ramos, Jr. In fact, “Phil” in Latin means love. In turn, “Phil”atron truly means “love of the electron”. The logo has two solid frames surrounding the globe signifying our cable powering the world, and the third, dotted frame symbols the traveling electron.

The new “branding” helps Philatron further their position in the wire and cable marketplace. With humble beginnings, Phil Ramos, Jr. opened the doors with less than \$300.00 in pocket out of a home garage. Today, Philatron occupies over 100,000 sq ft of office and manufacturing space in Santa Fe Springs, Ca. The business originally took off with the heavy duty trucking market as Philatron still today designs a superior ABS trailer cable and air hose listed under the brand “Stallion Power”. Today OEM Navistar specs in “Stallion Power”, as do other big truck manufacturers. In the early nineties, product diversification enhanced the company into a bigger piece of the pie in wire and cable. A dream team of experience in electrical engineering was built equaling over 150 years experience, including Phil Ramos, Sr. who served as two term mayor of Montebello, CA and long time President of Teledyne/Western Wire Company until retirement (about this same time).

In addition to being experts in large sized flexible power cables and coiled (retractile) cables, Philatron also has one of the country’s most extensive listing for UL listed wires and cables – including tray cable, instrumentation cable, airport lighting cable, ground support cable, electric vehicle cable, IMSA cable, mining cable, submersible pump cable, stage lighting cable, heavy duty extension cords, mil-spec cable, and custom designed cables. More information on our extensive line of cables can be found at www.philatron.com.

One word to describe Philatron Wire and Cable? “Diverse”. Diverse and open to investigate, engineer, and produce the best, most safe and sophisticated designed cable to perform in the chosen environment without failure.

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