

## **New Wire Marine Retools Business For Entry Into OEM Switch Panel Market**

*New Wire Marine has purchased a new Computer Numerical Control (CNC) tool that will allow the marine electrical system design company to expand into the OEM switch panel market.*

May 7, 2013 (FPRC) -- Charleston, SC - New Wire Marine, the Charleston, S.C. based marine electrical system designer, announced today it has purchased a new Computer Numerical Control (CNC) tool that will allow the company to expand into the OEM market switch panel market. Company executives say the high-tech, computer controlled tool is able to cut any shape with high precision on a 2D surface, allowing New Wire Marine to raster engrave stunning graphics and detailed logos and text into their marine switch panels.

"We are really excited to bring logo engraving and backlighting capability to our boat manufacturer customers," said New Wire Marine owner, Eric Steele. "So far the feedback we've been getting is extremely positive. We've been helping the do-it-yourself marketplace for years. I'm excited to be able to offer these great products to commercial boat builders."

New Wire Marine hopes to fill a very large gap in the OEM (original equipment manufacturer) switch panel market by becoming an affordable vendor and leading supplier of custom switch panels to smaller boat builders.

Steele explained that a vast majority of those in the business will only supply large quantities of a single panel and do not offer the logo engraving and backlighting process that the engineers at New Wire Marine have developed. Small builders, he said, will find that at New Wire Marine there are no minimum quantities, the company will accept requests for variations in panel design (such as switch label and position) and help a client completely re-design a panel layout.

The new CNC equipment in New Wire Marine's tool bag was a key element in the company's decision to enter the commercial switch plate market. The new CNC cutter, Steele said, allows the company to cut switch panel substrates in house, and provide customers rapid prototyping and quick turnaround times on custom products. It also is key in the company's ability to produce high-end custom marine switch plates for the small to medium sized boat builders that have been neglected by switch panel manufacturers in the past.

"This machine is incredible; accurate to four thousandths of an inch," Steele said. "The products that our reverse engraving process is putting out have truly been incredible. I'm impressed every time I see a part pulled out of the machine."

Steele said the shift was a comfortable one for him to make, as he carries a degree in electrical engineering and was an experienced System of Systems (SoS) engineer in the shipbuilding industry.

In addition, he is an avid boat restoration hobbyist with a passion for the work that continues to drive him and his business to develop innovative products.

New Wire Marine plans to introduce more than 75 new custom and semi-custom switch panel layouts, quadrupling their current inventory, Steele said, adding that the layouts will be available in matte black, white and a carbon fiber looking material, as well as other colors and styles for custom orders.

New Wire Marine has been successful in garnering the attention of small to medium sized boat builders, many of whom have been more than pleased to have the option to work with a reliable vendor of affordable OEM marine grade switch panels, with competitive pricing and quick turnaround time.

While New Wire Marine appears to be forging ahead of the competition on the technology front, they are also employing the same progressive approach when it comes to providing customer service. For example, the company has also created a new webpage where their customers can get an instant online quote for a custom-made boat switch panel.

New Marine will also engrave and backlight logos and boat names into the switch panels at prices that no other supplier in the industry can match, making for a perfect match for the small to medium sized boat builder. The company also offers panels for RV's, ATV's, golf carts and more.

For more information about New Wire Marine visit their website or call 704-740-5179.

About New Wire Marine: New Wire Marine is a marine electrical system design company. The company's vision is to provide precision engineered yet customizable and affordable products to its clients nationwide, delivering professional grade marine products and parts to the do-it-yourself market and small and medium boat builders and boat yards.

### **Contact Information**

For more information contact Eric Steele of New Wire Marine  
(<http://www.shop.newwiremarine.com/>)  
(704) 740-5179

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