

**Contact:**

Sandy Gentry, IPC Communications Director  
+1 847-597-2871 or [SandyGentry@ipc.org](mailto:SandyGentry@ipc.org)

Christine Siebert, WHMA Marketing & Communications  
+1 630-299-9121 or [ChristineSiebert@ipc.org](mailto:ChristineSiebert@ipc.org)

## **EWPTTE, the Cable and Wire Harness Industry's Exclusive Trade Show Returns as In-person Event and Draws More than 2,500 Attendees**

**BANNOCKBURN, Ill., USA, May 26, 2022** — From revolutionary advancements in electrical wire processing technology displayed on the show floor to expert insights conveyed in reimaged training and educational offerings, the Electrical Wire Processing Technology Expo (EWPTTE), provided expanded networking and increased access to industry solutions that helped 2,574 attendees address business challenges and prepare for the future. The 2022 event was produced for the first time by the Wiring Harness Manufacturer's Association (WHMA), IPC and the Wisconsin Center.

"We were thrilled to reconvene and reconnect after a two-year hiatus," said Joe DeMan WHMA Board Chair, "but we were back and better than ever!" Our goal was for attendees and exhibitors to leave 'wired and inspired' and take their ideas and innovations developed on-site and turn them into real-world solutions and business opportunities."

In workshop, seminar and technical conference sessions, attendees had access to new research on troubleshooting techniques, reliability, design, testing, and harness automation.

From attendee survey responses, attendees clearly achieved their business objectives while at the event. "EWPTTE provides a great opportunity to see machines,

suppliers, and tools in person to get a better understanding of the changing technology in wire processing. It allows me as a spectator to see new technology and machines in action that you can't see on a website or in a brochure. The variety of exhibitors and their products and services inspired me to think about other areas of my production and how I can improve them," said Luke Morrill, manufacturing engineer, Peterson Engineering.

The EWPTTE 2022 experience was equally positive for the 156 exhibitors who showcased their products and services on 37,100 square feet of show floor space. Total leads generated for exhibitors in 2022 was 8,929 according to lead count data.

"The overall show experience met and, in some cases, exceeded our expectations," said Greg Wasko, executive vice president-partner, Mecal by Starn. "We could list many things that made the show great. What really matters... We more than doubled our leads from any show previously. Thank you IPC/WHMA staff for a job well done!"

Added Darren Teasck, president/managing director, Schleuniger, "The Schleuniger team was excited to return to Milwaukee and very pleased with the level of activity. After the events of the last couple years, it was more important than ever to reconnect face to face with customers, colleagues, and attendees. We enjoyed the opportunity to engage in person and look forward to seeing everyone again next year."

In 2023, EWPTTE will return to the Wisconsin Center, May 16-18. For more information, visit [www.electricalwireshow.com](http://www.electricalwireshow.com).

###

**About WHMA**

The Wiring Harness Manufacturer's Association (WHMA) was established in 1993 to serve and dedicate their resources to the global cable and wire harness industry. WHMA is the ONLY trade association exclusively representing the cable and wire harness manufacturing industry including manufacturers, their suppliers and customers. ([www.whma.org](http://www.whma.org))

### **About IPC**

IPC ([www.IPC.org](http://www.IPC.org)) is a global industry association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 3,000+ member companies which represent all facets of the electronics industry, including design, printed board manufacturing, electronics assembly and test. As a member-driven organization and leading source for industry standards, training, industry intelligence and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry.