

UTILITY REP NEWSLETTER

EVERY CONNECTION COUNTS



KW's Trailer on the Move in Michigan – TE Connectivity Roadshow

KW Associates' Andrew Crane realized his vision by creating a company demo trailer that enables customer hands-on interaction with the products they offer. Recently Andrew, along with TE's Michael Bee & Scott Wilson, took the trailer on a TE Connectivity Roadshow across the state of Michigan, visiting many Coops and Municipalities. They provided a hands-on experience showcasing TE's offerings, including overhead, underground, and wildlife protection items. Key products like in-line repair splices, mini wedges, Ampact BAT, CSTs, and Gelports were highlighted, offering customers a comprehensive understanding and generating interest. The unique setting of the demo trailer enhanced product awareness and uncovered new opportunities beyond a traditional meeting environment. Nice work Andrew on a successful week!



