

# Electrical Marketing®

THE ELECTRICAL INDUSTRY NEWSLETTER

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## Around the Industry

### Motion Industries opens new New England branch

Motion Industries Inc., a distributor of maintenance, repair and operation replacement parts and provider of industrial technology solutions, recently opened a new branch in Beverly, MA. Motion Ai said in a press release that it was in need of additional manufacturing and inventory space to better meet overall customer demand and to strategically grow the business. With 33,000 sq ft, the new facility complements two existing Motion Ai facilities nearby in Danvers (19,000 sq ft) and Woburn (10,000 sq ft), providing the company a total of 62,000 sq ft of manufacturing space in the Boston area. Most of the production and quality operations among the three locations are housed in the new facility in Beverly, with features including manufacturing lab benches and a quality control testing area. Systems engineering and production solutions focus on motion control, robotics and machine vision, with additional specialty areas of precision components, electromechanical assemblies and fully engineered automation systems.

### Sonepar expands in North Carolina coastal region with purchase

Sonepar, Charleston, SC, has entered into an agreement to acquire Butler's Electric Supply, Wilmington, NC. A family-owned business since 1948, Butler's Electric branch locations will be integrated into Sonepar's Capital Electric brand at closing. Focused on small residential

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*EC&M* magazines.

## EM's Product Sales Potential Data Points to Massive Market Potential in Select MSAs

*Electrical Marketing's* product sales data can help you analyze revenue potential in several different ways.

**Mind share.** *Electrical Marketing's* average product mix percentages, which were developed from surveys of more than 100 Top 150/Top 200 electrical distributors, tell an interesting story of which products command the most attention, selling time and inventory investment from distributors. According to *EM's* product mix, the 10 product groups that account for the highest percentage of the industry's total electrical sales are lighting fixtures (16.9%); wire and cable (13.3%); switchgear (8%); industrial controls (6.3%); lamps (5.4%); distribution equipment (5.3%); voice-data-video (VDV) products (3.8%); circuit breakers (3.4%); and conduit fittings and accessories (3.4%). These 10 product groups account for roughly 71% of total industry sales.

Theoretically, every electrical distributor has a distinct product mix tailored to the local market or markets they target. For example, a distributor serving the auto industry in Lansing, MI, is going to have a much higher percentage of industrial products than a distributor in Fort Myers, FL, where the concentration of industrial business is much lighter. But these national percentages will give you a good general idea of which products have the most pull.

The product sales estimates at the local and state level available to *Electrical Marketing* subscribers at [www.electricalmarketing.com](http://www.electricalmarketing.com) and the regional sales estimates in the chart on page 2 use the same national percentages because *Electrical Wholesaling* didn't have enough responses in its distributors surveys from each region to tailor the product mix percentages down to the state or local level.

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## Distributors Saw Revenue Growth Soften in 1Q 2023 According to EW/VRP Survey

While electrical distributors who responded to the *Electrical Wholesaling/Vertical Research Partners* (VRP) 1Q 2023 quarterly survey are still reporting moderate growth, it's below what they were seeing in 4Q 2022.

Nick Lipinski, a VRP associate who manages the quarterly survey, said distributor respondents from the electrical wholesaling industry reported revenue growth of +5.4% for the quarter, with +3.5% coming from volume and +1.9% growth from price. That's down from +8.9% growth in 4Q 2022, with +5.6% growth from volume and +3.3% growth from higher prices.

"We did not pick up on any notable slowing toward the end of the quarter from our individual distributor contacts (across all industries), with several actually pointing to a record March and continued momentum in April. Signs of a slowdown

related to higher interest rates do continue to creep in around the edges but the underlying demand pulse continues to be relatively robust. 'Not much has changed' was a common refrain.

"Backlogs generally remain at record levels. We have not picked up on any real signs of widespread cancellations outside of some anecdotal one-offs. MRO activity sounds like it remains solid. Stimulus around infrastructure, energy efficiency/storage and EVs appear to be in early stages and could provide a boost to results if interest rates begin to take a larger bite out of project activity. Overall, the tone sounded more like a natural deceleration in growth after a strong post-pandemic recovery period rather than a broader and more meaningful downturn."

In addition to the VRP estimates for sector growth trends, anecdotal comments

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## 2023 Electrical Product Sales Potential Analysis

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**Largest local markets for a specific product type.** While *Electrical Marketing's* local product potential estimates are not intended to be in exact dollars for local markets, they still provide a good starting point to estimate the size of the revenue opportunity for key product groups. For example, *EM* estimates that the size of the wire and cable market for Chicago and its suburbs throughout the Chicago-Naperville-Elgin (IL-IN-WI) Metropolitan Statistical Area (MSA) is \$496.1 million this year. The lighting market in this MSA is also huge, and *EM* estimates that in 2023 distributors in Chicagoland could sell roughly \$900 million in lamps, lighting fixtures and controls.

*EM's* electrical product potential data will be updated later this year, in time for the 2024 market planning season.

— Jim Lucy

## Dodge Construction Network Reports a Slow Start in Early 2023 for Non-Residential Construction

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growth over the year, as demand for apartments, condos and commercial real estate returned to downtown urban cores — and brought sizable construction activity along with it.”

The New York, Dallas, Washington D.C. and Miami Metropolitan Statistical Areas (MSAs) jointly accounted for almost half of the commercial and multi-family starts across the top 16 metropolitan areas last year. New York led the pack with \$37.8 billion in construction starts, roughly 12% of total U.S. commercial and multi-family starts.

With newly revised Dodge data, Los Angeles, was able to crack the top 10, coming in slightly above Seattle. Los Angeles and Boston were the only two metros in the top 16 to see declines in commercial and multi-family construction starts over the year, as high living costs drove demand

away from these areas and into more affordable secondary metros and suburban areas.

**Looking ahead.** “It’s true that we are toeing the recession line,” Branch said in the Dodge Construction Network post. “Under a microscope, that flat line is made of jumps, drops and stagnancies. Each construction sector carries responsibility in this financial prediction, but it’s non-building supporting the pillars preventing a downturn. Even with this stress, data points to an industry well positioned to weather recession storms.”

Dodge Construction Network said that while a recession in the U.S. economy will be hard to avoid, existing factors such as a strong backlog and several pieces of new legislation are moving forward to position construction comfortably throughout the year. Recession or not, Dodge says the economic landscape is set to change significantly in 2023.

**2023 Estimated Electrical Product Sales Potential by Region (\$ Millions)**

	National	Product % of Total Sales	East North Central	East South Central	Middle Atlantic	Mountain	New England	Pacific	South Atlantic	West North Central	West South Central
<b>4Q 2022 Total Estimate</b>											
Total Sales	143,838.0	100.0%	21,892.1	8,438.4	14,706.3	12,585.4	6,267.4	23,082.7	27,634.5	10,840.8	18,212.8
% of U.S. Sales			15.2%	5.9%	10.2%	8.7%	4.4%	16.0%	19.2%	7.5%	12.7%
Wire and Cable	19,117.4	13.3%	2,909.7	1,121.5	1,954.6	1,672.7	833.0	3,067.9	3,672.9	1,440.8	2,420.6
Lamps -Total	7,701.6	5.4%	1,172.2	451.8	787.4	673.9	335.6	1,235.9	1,479.6	580.5	975.2
Lighting Fixtures	24,292.2	16.9%	3,697.3	1,425.1	2,483.7	2,125.5	1,058.5	3,898.3	4,667.1	1,830.9	3,075.9
Lighting Controls	3,235.6	2.2%	492.5	189.8	330.8	283.1	141.0	519.2	621.6	243.9	409.7
Wiring Devices - Receptacles	4,392.0	3.1%	668.5	257.7	449.0	384.3	191.4	704.8	843.8	331.0	556.1
Distribution Equipment	7,615.0	5.3%	1,159.0	446.7	778.6	666.3	331.8	1,222.0	1,463.0	573.9	964.2
Switchgear	11,449.5	8.0%	1,742.6	671.7	1,170.6	1,001.8	498.9	1,837.4	2,199.7	862.9	1,449.7
Circuit Breakers	4,928.7	3.4%	750.2	289.1	503.9	431.2	214.8	791.0	946.9	371.5	624.1
Fuses	1,917.7	1.3%	291.9	112.5	196.1	167.8	83.6	307.8	368.4	144.5	242.8
Conduit & Raceways	7,417.8	5.2%	1,129.0	435.2	758.4	649.0	323.2	1,190.4	1,425.1	559.1	939.2
Conduit Fittings and Accessories	4,899.0	3.4%	745.6	287.4	500.9	428.6	213.5	786.2	941.2	369.2	620.3
Connectors & Accessories	2,411.4	1.7%	367.0	141.5	246.5	211.0	105.1	387.0	463.3	181.7	305.3
Enclosures	3,414.3	2.4%	519.7	200.3	349.1	298.7	148.8	547.9	656.0	257.3	432.3
Outlet Boxes and Accessories	2,936.0	2.0%	446.9	172.2	300.2	256.9	127.9	471.2	564.1	221.3	371.8
Industrial Controls	9,081.0	6.3%	1,382.1	532.7	928.5	794.6	395.7	1,457.3	1,744.7	684.4	1,149.8
Utility Products & Pole-Line Hardware	4,228.8	2.9%	643.6	248.1	432.4	370.0	184.3	678.6	812.5	318.7	535.5
Voice Data Video (VDV) Products	5,496.7	3.8%	836.6	322.5	562.0	480.9	239.5	882.1	1,056.0	414.3	696.0
Other	19,317.4	13.4%	2,940.1	1,133.3	1,975.1	1,690.2	841.7	3,100.0	3,711.3	1,455.9	2,446.0

Source of data: Product mix percentages from survey responses of more than 100 Top 150/Top 200 electrical distributors. Sales estimates developed with sales-per-employee multipliers in *Electrical Wholesaling's 2023 Market Planning Guide*. Sales estimates for all 50 states and 300-plus Metropolitan Statistical Areas (MSAs) available as part of a \$99 annual subscription to *Electrical Marketing* at [www.electricalmarketing.com](http://www.electricalmarketing.com).

## EW/VRP 1Q 2022 Business Conditions Survey Says Long Lead Times Still a Big Issue for Electrical Distributors

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from the 50-plus distributor respondents from the electrical, automation and power industries offered some interesting color to market conditions. As you might expect, long lead times and higher interest rates were key concerns. "Nothing's really changed. Still scrambling for material, offering alternates where we can find them," said one distributor. Another said, "Still having huge, huge lead times, stuff on order over a year old (14 months)."

While none of the respondents said their business was dropping precipitously, several noted that a slowdown had begun. "We had a strong Q1 but that was backlog falling out of the system," said one distributor, while another said, "Quotation and day

to day activity has slowed some."

Several distributors saw some opportunities in EV charging systems and intelligent lighting control. "Charging and energy storage, are like a 'tidal wave you see but hasn't broken yet,'" said one respondent, while another said EV charging activity was percolating, and noted municipal/buses as one EV active market segment. "Overall, lighting is strong, keeps expanding to different types and size modules, becoming more intelligent," said a distributor.

While the more negative comments were not in the majority, there was definitely a sampling of discontent with market conditions. "Switchgear in shambles," said one distributor, while another said "project planning is difficult."

## Dodge Offers Early-2023 Market Analysis

*Dodge Construction Network recently provided some interesting analysis of business conditions in early 2023. Following is an edited summary of that report.*

Nonresidential building starts were -14% lower through the first two months of the year, with office, manufacturing and education bright spots in what was otherwise a very weak start to 2023 for most of the nonresidential building verticals.

Dodge Construction Network said that 2022 ended with a +27% increase in total starts value nationally. This was the final surge of a productive year for construction. However, Jan. 2023 gave an immediate decrease, with total starts dropping -27% at the start of the year.

While this initial drop may prove alarming, it is not a holistic preview of the year to come. For example, manufacturing starts led the pullback we saw in January, falling -91% following the start of several large projects in Dec. 2022. Dodge had said at the end of 2022 that manufacturing soared in the aftermath of COVID-19, as more companies attempted to improve supply chains by onshoring production. And even with an initial drop-off, manufacturing overall is still a positive segment for 2023.

"The recession's impact is impartial, but unequal. The nonresidential side of construction is poised for a better year than the residential sector," says Richard Branch, Dodge's chief economist, in

the post. "As people experience income changes, we see people staying put or sharing living space for financial reasons, weakening the residential sector's pipeline. Comparatively, non-residential projects are being supported by legislation and ongoing cultural changes we are experiencing post-lockdown, such as education starts and a surge in healthcare starts.

"Funds will continue to bolster the non-building sector of the construction industry. Funds are now being allocated and projects are beginning to enter the planning phase, and 2023 could be the biggest year for infrastructure yet."

During the quarter, Dodge Construction Network reviewed the value of commercial and multi-family construction starts in the top 10 metropolitan areas of the United States, finding that nationally, these construction starts increased +25% in 2022.

Further analysis of newly updated data at the end of March 2023 revealed there are a few upsets amongst the top 10 and offers a glimpse of additional metros, making up the top 16.

"Commercial and multi-family starts across the top 16 metropolitan areas improved 30% in 2022, up substantially from +18% growth in 2021," said Sarah Martin, associate director of forecasting for Dodge Construction Network in the post. "Overall, these top metropolitan areas saw impressive

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## Around the Industry

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and commercial contractors, the Butler's Electric Supply acquisition brings Capital Electric the opportunity to expand its business along coastal North Carolina.

Drew Esce, president of Capital Electric, said in the press release, "Butler's Electric is a well-respected distributor who we believe has solid growth potential, especially within the commercial segment. I look forward to welcoming the Butler's Electric team to Capital and leveraging our companies' strengths to expand our business opportunities together."

Commenting on the acquisition, James Butler, owner of Butler's Electric Supply, said in the press release, "My father founded this company 75 years ago. We're very thankful for the associates and customers who brought us to this moment. It was important to me that both would be well-served in the transition of ownership. We found the right partner in Sonepar as they will bring the resources and opportunities necessary to remain competitive for the future."

The acquisition is expected to close at the end of May.

### Acuity broadens intelligent controls biz with KE2 acquisition

Acuity Brands, Atlanta, plans to acquire KE2 Therm Solutions, Washington, MO, which develops and provides intelligent refrigeration control solutions that improve profitability by increasing system efficiency and decreasing operational and service costs.

The transaction is expected to close in 2Q 2023 when KE2 Therm will begin integrating into Distech Controls, Brossard, Quebec, within Acuity's Intelligent Spaces Group business segment of Acuity.

### DSG opens Minnesota branch

Dakota Supply Group (DSG), Plymouth, MN, recently celebrated the official grand opening of its new Otsego, MN, location. DSG has been serving customers in Monticello and Otsego for several years and moved from the previous Monticello location. The new location at 7505 Kadler Ave NE in Otsego has expanded the company's services to the plumbing, waterworks, on-site sewer, water and well, HVAC and electrical needs in this growing area.

## Industry Events

May 21-23, 2023

### LightFair Trade Show & Conference

New York; [www.lightfair.com](http://www.lightfair.com)

May 23-25, 2023

### NAED Annual Conference

Marco Island, FL; [www.naed.org](http://www.naed.org)

June 12-14, 2023

### NAED Women in Industry Forum

Salt Lake City, UT  
[www.naed.org](http://www.naed.org)

June 14-16, 2023

### NAED Adventure

Salt Lake City, UT  
[www.naed.org](http://www.naed.org)

August 23-24, 2023

### Electrical Board of Missouri & Illinois Electrical Expo

St. Charles, MO  
[www.electricalboard.org](http://www.electricalboard.org)

September 18-20, 2023

### IDEA eBiz

Nashville, TN; IDEA  
[www.idea4industry.com](http://www.idea4industry.com)

September 30-October 2, 2023

### NECA Show

Philadelphia; National Electrical Contractor Association (NECA)  
[www.necashow.org](http://www.necashow.org)

October 18-20, 2023

### AD Electrical North American Meeting

Dallas; Affiliated Distributors  
[www.adhq.org](http://www.adhq.org)

November 6-8, 2023

### NAED Eastern Conference

Marco Island, FL; [www.naed.org](http://www.naed.org)

November 8-9, 2023

### NEMA Annual Meeting

Manalapan, FL; [www.nema.org](http://www.nema.org)

January 15-17, 2024

### NAED Western Conference

Austin, TX; [www.naed.org](http://www.naed.org)

Jan. 29- Feb. 1, 2024

### NEMRA Annual Conference

Dallas, National Electrical Manufacturers Representatives Association  
[www.nemra.org](http://www.nemra.org)

## Single-Family Starts Up +2.7% Over February

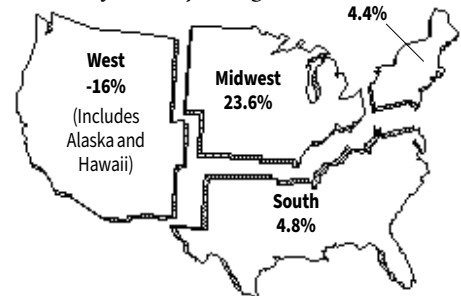
Housing starts in March were at a seasonally adjusted annual rate of 1,420,000, -0.8% below the revised February estimate of 1,432,000 and -17.2% below the March 2022 rate of 1,716,000. U.S. Census Bureau data showed that single-family housing starts in March were at a rate of 861,000, +2.7% above the revised February figure of 838,000.

“We expect choppiness for single-family construction in the months ahead, with the 2023 data posting significant year-over-year weakness before improving on a sustained basis,” said Robert Dietz, chief economist National Association of Home Builders (NAHB), in the press release. “The multi-family market softened in March, and we

anticipate ongoing declines for apartment construction in the months ahead due to tighter lending conditions in the commercial real estate sector.”

### Housing Starts by Region

(% of monthly change)



## New Privately Owned Housing Units Started

(Thousands of units, seasonally adjusted annual rate)

Period	Total	1 Unit	5 Units or more	Northeast	Midwest	South	West
March 2023 <sub>1</sub>	1,420	861	542	71	110	544	136
Feb. 2023 <sub>2</sub>	1,432	838	581	68	89	519	162
Jan. 2023 <sub>2</sub>	1,334	823	500	59	99	535	130
Dec. 2022	1,348	881	458	121	93	497	170
Nov. 2022	1,419	807	598	64	96	474	173
Oct. 2022	1,426	859	553	52	130	515	162
Sept. 2022	1,465	893	555	61	123	515	194

1-Preliminary; 2-Revised; Note: Detail may not add to total because of rounding.

Source: U.S. Bureau of the Census

## EPI Shows Some Big Declines in March

Electrical Marketing's Electrical Price Index (EPI) showed notable declines in both its month-to-month and year-over year change data. The EPI's Total Index was down -0.6% in March, its largest monthly decline since Nov. 2016 when it declined -0.8%. Its +5.4% YOY increase was the smallest since its Feb. 2021 increase of +5.2%. Many of the EPI's major product groups also showed some sizeable monthly declines.

Note: All EPI series represent IHS Markit aggregates of Bureau of Labor Statistics' (BLS) producer price indices (PPIs). The revised data partly reflect redefinitions of specific PPIs by the BLS, but mostly reflect the rebenchmarking of all EPI price series to a 2012 base year. The four following EPI series have been affected by BLS redefinitions: boxes, conduit (fittings), nonmetallic conduit, and generators. Sources: U.S. Bureau of Labor Statistics; IHS Markit

### Electrical Price Index — March 2023

2012=100	Mar. 2023	Feb. 2023	Mar. 2022	% Change 1 Mo.	% Change 1 Yr.
Building Wire & Cable	280.8	283.1	269.5	-0.8	4.2
Power Wire & Cable	420.3	421.8	350.8	-0.3	19.8
Telephone	246.2	247.5	237.4	-0.5	3.7
Hand & Power Tools	167.4	167.4	158.6	0	5.5
Elec. Heating Equip.	180.6	180	167	0.3	8.1
Residential Lighting	178.2	178.2	173.5	0	2.7
Industrial Fixtures	171	170.1	160.8	0.5	6.3
Fans & Blowers	206.9	206.6	195.4	0.2	5.9
Wiring Devices & Connectors	193.9	191.9	154.6	1	25.4
Pole Line Hardware	288.9	289.4	266.9	-0.2	8.3
Boxes	304.8	305.1	276.8	-0.1	10.1
Conduit Fittings	255.8	267.2	259.7	-4.3	-1.5
Metal Conduit	276.3	274	229.1	0.8	20.6
Nonmetallic Conduit	259.9	268.8	256.5	-3.3	1.3
Motors	208.3	208.3	199.8	0	4.3
Generators	195.7	195.7	180.3	0	8.6
Ballasts	213.4	213.4	218.2	0	-2.2
Elect. Meas. & Integ. Inst.	134.8	134.8	134.8	0	0
Transformers	172.3	170.4	153.7	1.1	12.1
Panelboards & Switches	222.9	221.8	206.4	0.5	8
Circuit Breakers	232.9	232.1	225.5	0.3	3.3
Switchgear	237.5	236.3	209.3	0.5	13.5
Fuses	216.9	216.4	194.5	0.2	11.5
Industrial Controls	212.3	211.8	195.7	0.2	8.5
Lamps	202.3	202.2	181	0	11.7
Appliances	137.5	139.6	129.8	-1.5	6
Air Conditioners	198.7	196.6	187.6	1.1	5.9
Fasteners	214.1	212.9	196.6	0.6	8.9
<b>Total Index</b>	<b>206.5</b>	<b>207.8</b>	<b>196</b>	<b>-0.6</b>	<b>5.4</b>

# Electrical Marketing's Leading Economic Indicators

**March building permits drop big-time.** Privately-owned housing units authorized by building permits in March were at a seasonally adjusted annual rate of 1,413,000. This is -8.8% below the revised February rate of 1,550,000 and is -24.8% below the March 2022 rate of 1,879,000. Single-family authorizations in March were at a rate of 818,000, +4.1% above the revised February figure of 786,000. Authorizations of units in buildings with five units or more were at a rate of 543,000 in March.

**ABC reports that construction backlog slips to lowest level since Aug. 2022.** Associated Builders and Contractors reported that its Construction Backlog Indicator declined to 8.7 months in March, according to a member survey conducted March 20 to April 3.

That reading is 0.4 months higher than in March 2022. Backlog slipped in March and is now at its lowest level since Aug. 2022. Backlog is down on a monthly basis in every region except for the South, which continues to be associated with elevated levels of current and future construction activity.

**Freight rail activity still soft compared to 2022.** The latest data from the American Association of Railroads (AAR) show that for the week ending April 8, total U.S. weekly rail traffic was 451,336 carloads and intermodal units, down -11.2% compared with the same week last year.

For the first 14 weeks of 2023, U.S. railroads reported cumulative volume of 3,219,161 carloads, down -0.1% from the same point last year; and 3,249,230 intermodal units, down -10.8% from last year. Total combined U.S. traffic for the first 14 weeks of 2023 was 6,468,391 carloads and intermodal units, a decrease of -5.8% compared to last year.

**Baker-Hughes reports on steady growth in oil rig activity.** The latest data on rig counts at [www.rigcount.bakerhughes.com](http://www.rigcount.bakerhughes.com)

showed that although operating rigs through the week ending April 6 dropped down four rigs to 751 rigs, it's still up 62 rigs YOY for a +9% YOY gain. None of the

major basins saw any rig activity change by more than one rig. The Permian Basin, the nation's largest, has 353 rigs online, up 21 rigs over this time last year.

## The Marketplace : Key Figures

	Month	Latest month	Previous month	Month-over-month % change	Year ago	Year-over-year % change	2022 annual
<b>CONSTRUCTION</b>							
New Construction Put in Place (billions of dollars, SAAR) <sup>2</sup>							
Total	FEB	1844.11	1845.41	-0.1	1627.99	13.3	1793.80
Offices	FEB	83.70	83.31	0.5	74.98	11.6	75.29
Industrial	FEB	140.32	136.66	2.7	76.78	82.7	106.51
Housing Starts (Thousands of units, SAAR) <sup>2</sup>							
Total	MAR	1420	1432	-0.8	1664	-14.7	1554
Single-unit	MAR	861	838	2.7	1165	-26.1	1007
Mobile Home Shipments <sup>3</sup> (thousands of units, SAAR)							
	FEB	85	88	-3.4	105	-19.0	112
Employment, Construction Workers (thousands) <sup>4</sup>							
	MAR	7656	7603	0.7	7576	1.1	7748
Employment, Electrical Contractors (thousands) <sup>4</sup>							
	FEB	1029.7	1028.4	0.1	965.4	6.7	1015.2
Hourly Wage, Electrical Contractors <sup>4</sup>							
	FEB	35.45	35.19	0.7	32.03	10.7	33.70
<b>PRODUCTION</b>							
Industrial Production Index (1967=100) <sup>5</sup>							
	MAR	103.0	102.6	0.4	99.5	3.5	103.8
Construction Supplies Production Index <sup>5</sup> (1977=100-SA)							
	MAR	102.0	103.9	-1.8	99.3	2.7	104.3
Employment in Electrical Equipment & Supplies Mfg. Production workers (Thousands) <sup>4</sup>							
	FEB	143.1	143.9	-0.6	139.1	2.9	141.4
Weekly hours							
	FEB	41.3	40.9	1.0	41.7	-1.0	42.2
Hourly wage							
	FEB	26.13	26.32	-0.7	22.68	15.2	25.28
Electric Power Output Index (1967=100) <sup>5</sup>							
	MAR	106.9	99.9	7.0	104.1	2.7	104.9
Machine Tool Orders* (millions of dollars) <sup>6</sup>							
	FEB	461.40	343.81	34.2	476.95	-3.3	452.05
Industrial Capacity Utilization (percent, SA) <sup>1</sup>							
	MAR	78.14	78.64	-0.6	77.10	1.3	78.99
<b>TRADE</b>							
Electrical Mfrs' Shipments							
	FEB	4,175	4,313	-3.2	3,452	20.9	3,787
Electrical Mfrs' Inventories (millions of dollars, SA) <sup>2</sup>							
	FEB	8,341	8,318	0.3	6,646	25.5	7,719
Electrical Mfrs' Inventory-to-Shipments Ratio							
	FEB	1.998	1.929	3.6	1.925	3.8	2.038
Electrical Mfrs' New Orders (millions of dollars, SA) <sup>2</sup>							
	FEB	4,129	4,264	-3.2	3,405	21.3	3,960
Electrical Mfrs' Unfilled Orders (millions of dollars, SA) <sup>2</sup>							
	FEB	16,477	16,572	-0.6	14,144	16.5	16,130
Exports, Electrical Machinery (f.a.s. value in millions of dollars) <sup>2</sup>							
	FEB	6,802	6,857	-0.8	7,026	-3.2	85,920
U.S. Dollar vs. Other Major Currencies (1973=100) <sup>5</sup>							
	MAR	115.56	114.97	0.5	105.10	10.0	115.14
<b>PRICES &amp; INTEREST RATES</b>							
Industrial Commodities Wholesale Price Index (Bureau of Labor Statistics, 1967=100)							
	MAR	256.9	259.2	-0.9	228.9	12.2	265.9
Electrical Price Index (Electrical Marketing, 1997=100)							
	MAR	206.5	207.8	-0.6	172.9	19.4	197.7
Construction Materials Wholesale Price Index (Bureau of Labor Statistics, 1982=100)							
	MAR	351.9	350.1	0.5	306.0	15.0	348.1
Copper Prices (Metals Week, cents per pound)							
	MAR	404.79	408.81	-1.0	439.80	-8.0	400.70
Prime Rate <sup>5</sup>							
	MAR	7.82	7.74	1.0	3.25	140.6	4.85
Federal Funds Rate <sup>5</sup>							
	MAR	4.65	4.57	1.8	0.08	5712.5	1.68
Mortgage Rate <sup>7</sup>							
	MAR	6.54	6.26	4.6	3.04	115.1	5.38

Sources: <sup>1</sup>McGraw-Hill Construction/Dodge; <sup>2</sup>Dept. of Commerce; <sup>3</sup>Manufactured Housing Institute; <sup>4</sup>Dept. of Labor;

<sup>5</sup>Federal Reserve Board; <sup>6</sup>The Association for Manufacturing Technology; <sup>7</sup>Federal Home Loan Bank Board.

Note: Some figures shown—prime rate, for example—are averaged for month. NYA—not yet available

SA—seasonally adjusted. SAAR—seasonally adjusted annual rate. Source for chart: Global Insight.

For further information about construction starts, please contact Dodge Analytics at 1-800-591-4462

# People

*Crawford Electric Supply/Sonepar (Houston):* **Chastity DeVito** joined the company as Houston sales leader and member of the branch's management team. DeVito is an electrical distribution veteran with more than 20 years of hands-on experience in sales development and leadership. As sales leader, DeVito develops and execute plans that identify and service key customers with an emphasis on profitable growth.

*Crescent Electric Supply (East Dubuque, IL):* **Ben Granley** joined the company as senior vice president of operations, according to a LinkedIn post. Granley was president of Dexter Laundry, Hiawatha, IA, for two years and spent close to 17 years with Werner Electric Supply, Cottage Grove, MN.

*Arlington Industries (Scranton, PA):* **Tom Gretz** was appointed president. He will assume the duties of Arlington's recently deceased, long-time president, Tom Stark.

From the time he joined the company as vice president and general manager in 1987, Gretz worked with Tom Stark in developing the many innovative, time-saving products Arlington has introduced over the past several years. He holds hundreds of patents for electrical products, and has several patents pending.

Gretz worked in the electrical industry for more than 50 years. He began his career at Halex Co, rising through the ranks to become vice president of Engineering and Services. He holds a bachelor's of science degree in mechanical engineering from Cleveland State University, and an MBA in business administration from Baldwin Wallace College.

Gretz has been a member of the prestigious Cosmos Club since 2007. Membership, by invitation only, is granted to high-achieving inventors and representatives of the legal, political, aerospace, technology and other industries. He and his wife Mary reside in South Florida. They have two grown daughters.

*Winsupply (Dayton, OH):* **Andrew Goetz** is now president of Wilcon Corp., a Winsupply general contractor. He joins Wilcon with nearly three decades of experience in the construction industry. Goetz spent most of his career with Shook Construction, most recently serving as executive vice president of Building Con-

struction. In this role, he worked on education, healthcare and industrial projects that have helped grow the Dayton area and throughout the region. Some notable projects include the GE Aviation EPIS-Center, Community Tissue Services and Levitt Pavilion.

For the past 45 years, Wilcon has provided millwork, metal building, and design-build construction services, and will continue to do so under Goetz's guidance. He is a Dayton native and received his bachelor's degree in civil engineering from the University of Dayton.

Winsupply was ranked # 25 on *Electrical Wholesaling* magazine's 2022 Top 150 ranking, with 75 locations

*Werner Electric Supply (Appleton, WI):* **Craig Wiedemeier**, president was recently selected as a Titan 100 business executive at [www.titan100.biz](http://www.titan100.biz), according to a LinkedIn post. Werner Electric Supply was ranked #32 on *Electrical Wholesaling's* 2022 Top 150 ranking, with 455 employees and 11 locations.

## Rep News

Effective April 17, **Yanow**, Brockton, MA, is the now New England manufacturers' representative for the WTEC portfolio, according to a company LinkedIn post.

**DSI Southwest**, Dallas acquired **Emmco & Associates**, a Houston-based NEMRA member that has been serving the electrical industry in the southern half of Texas for almost 45 years, according to a company LinkedIn post. Brian Damisch, principal and VP with DSI said in the post, "The DSI Team has been paying close attention to the recent consolidation in our business, both with rep firms and in the channel. We felt it was important to have a larger presence across all of Texas because of the overlap in customers.

"Efficiencies from the acquisition will continue to allow us to invest in the most important part of our organizations, the employees, and also the tools needed to drive share gains for the manufacturers we represent while adding value to our mutual clients."

**JD Martin** is now Dialight's independent manufacturers' representative in the Florida market. The company supports the entire Dialight portfolio — over 40,000

total fixtures and accessories which are stocked, and ready to ship in 48 hours — for their industrial applications. JD Martin also represents Dialight in the Texas, Oklahoma, New Mexico, Colorado, Montana, Wyoming, Louisiana and Mississippi markets.

Classic Wire & Cable appointed **Electrical Lines** to rep Colorado, eastern Wyoming and western Nebraska. According to the press release, the 63-year-old Electrical Lines is the longest-standing electrical agency in Denver. Their team has decades of combined industry experience and utilizes extensive market research to deliver service to their customers.

**Smart Lighting Systems (SLS)** will represent Nora Lighting in Sacramento, CA, and the state's Central Valley. Smart Lighting System replaces longtime Nora independent manufacturers' rep, Swoboda Lighting, whose principal recently retired.

## Electrical Marketing

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