

Poor customer  
service got you  
all tied up?



There is a  
solution!

  
WINDY CITY WIRE

What do you mean  
only 2 of 5 items shipped?  
And not until today! That's  
the last time I order  
from you!!

## ANYTHING BUT THE INDUSTRY STANDARD

Wire is wire. Suppliers are all the same. We'd have to agree—with one colossal exception: Windy City Wire (WCW). Order from WCW and you'll discover we're anything *but* the industry standard. We're better. Way better! And while our prices are competitive with other suppliers, that's where the similarity ends.

As specialists in low-voltage wire and cable for fire, security, closed-circuit TV, temperature control, audio, video, voice and data, we offer one of the widest product ranges available from all the leading manufacturers. We're also the exclusive distributor for SmartWire—a low-voltage wire and cable that's revolutionizing the industry with its time and cost savings.

But what really sets us apart are our value-added services: immediate order and shipment confirmation via fax; reliable delivery via FedEx, and our state-of-the-art Electronic Commerce and Information Center (ECIC). Everything you need to know about our products, your order or your account is right there for you—any time, day or night.

If you're tired of broken reels, broken boxes and broken promises, it's time to break with the past. Enter a new era of customer care with Windy City Wire.

Animation excerpts taken from the original four-part animated story "The Amazing Adventures of Windy City Wire." Now playing exclusively at: [www.smartwire.com](http://www.smartwire.com).



IF IT'S  
NOT ONE  
THING,  
IT'S  
ANOTHER!!!



I've looked everywhere  
for good customer service,  
but each guy is worse  
than the next.

**ORDER FROM WINDY CITY WIRE.  
YOU'LL NOTICE THE DIFFERENCE!**

Order from WCW and you'll soon see why we've become one of the country's leading and fastest-growing wire and cable suppliers. Few can match what we offer:

**IMMEDIATE ORDER CONFIRMATION  
BY FAX**

WCW's fax-back order confirmation helps eliminate errors and mistakes before your order leaves our dock for yours. This document is sent minutes after you place your order and confirms the items you ordered, the price of those items, the ship to address, purchase order number, ship dates and WCW's order number. Once the order ships, you will be faxed a shipment confirmation that includes everything on the order confirmation, plus freight carrier and tracking information.

**BAR-CODED INVENTORY**

WCW is committed to having the most accurate inventory and shipments in the wire and cable industry. That's why we have invested in a state-of-the-art bar-coded inventory system. Tied into our Electronic Commerce and Information Center (ECIC), the system provides you with real-time information on the picking, staging and shipping status of each order.

**RELIABLE DELIVERY VIA FEDEX**

FedEx picks up orders up to four times a day from our warehouses in Chicago, Illinois, and Tempe, Arizona. Two-day delivery is guaranteed to most parts of the U.S., so you always get what you need when you need it—and in good condition. In addition, we also offer FedEx tracking through our Web site so you can check the status of your shipment on-line.

**E-MAIL ACCESS TO YOUR REP**

It's convenient and it's effective. By contacting your customer rep by e-mail, you'll get a quick response as well as a paper hard copy for your files.

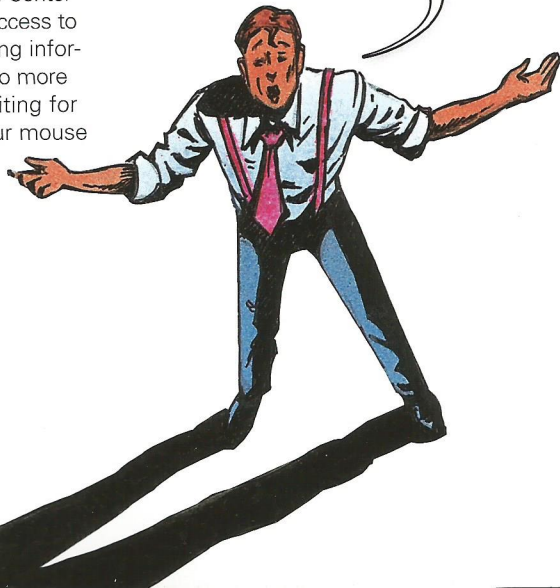
**ELECTRONIC COMMERCE SITE**

Our state-of-the-art Electronic Commerce and Information Center (ECIC) provides unrivaled access to account, order and shipping information—all in real time. No more leaving messages and waiting for return calls. Just click your mouse and get the information you need whenever it suits you—day or night.

**WEEKLY SPECIALS**

WCW often purchases surplus inventories—typically shorts or random lengths of wire—from the leading manufacturers at greatly reduced costs. And we pass these savings on to our customers through the Weekly Specials posted on our Web site. Check [www.smartwire.com](http://www.smartwire.com) regularly and don't delay! Quantities are limited and are sold on a first-come, first-served basis.

Isn't there  
anyone who can  
help me?



The following is a sampling of systems that have been connected with SmartWire:

ADT Security

Westinghouse Security

American Magnetics

Andover Controls

AutoMatrix

Johnson Controls

Northern Computer

Control System Intl. (CSI)

Siemens Building Technologies

Simplex

Edwards System Design

Sensomatic

Card Key

Notifier

Pyrotronix

Honeywell

Fire Lite

Casi Rusco

Bogan

Trane

Carrier

Teletrol

Siebe/Invensys

Fortunately,  
Chuck's plea was heard  
Windy City Wire . . . and the  
of customer service  
was released.

## **SMARTWIRE—WHY DIDN'T ANYONE THINK OF THIS BEFORE!**

**Now you can save time and money on every installation and with every service call. All it takes is SmartWire.**

SmartWire was created by WCW and is not available from any other supplier. Whether you're installing Temperature Control, Security/Access Control or Fire/Life Safety systems, no other wire can match the time and cost savings of SmartWire. Here's why:

### **INSTALLATION-SPECIFIC PRINTING**

SmartWire's exclusive application-specific laser printing on every foot of cable makes identification a snap! As a result, you'll save time identifying and looking for cables—that means you can complete more installations and service calls. Customized printing or special non-stock jacket colors are available with a minimum run of 10,000 feet.

### **SEQUENTIAL FOOTMARKINGS**

With markings numbered 0 to 1000, figuring out how much cable is left on the reel has never been easier. All you have to do is look.

### **COLOR-CODED JACKETS**

With color-coded jackets, you can differentiate applications, simplify identification and reduce termination time by decreasing the amount of ringing in and ringing out required using standard cable. And if you sub out your installations, a SmartWire color-coded jacket scheme can virtually eliminate all subcontractor errors.

### **RIPCORDS UNDER EVERY JACKET**

There's simply no easier or quicker way to strip a cable. And you don't need us to tell you that time is money.

### **LIFETIME WARRANTY**

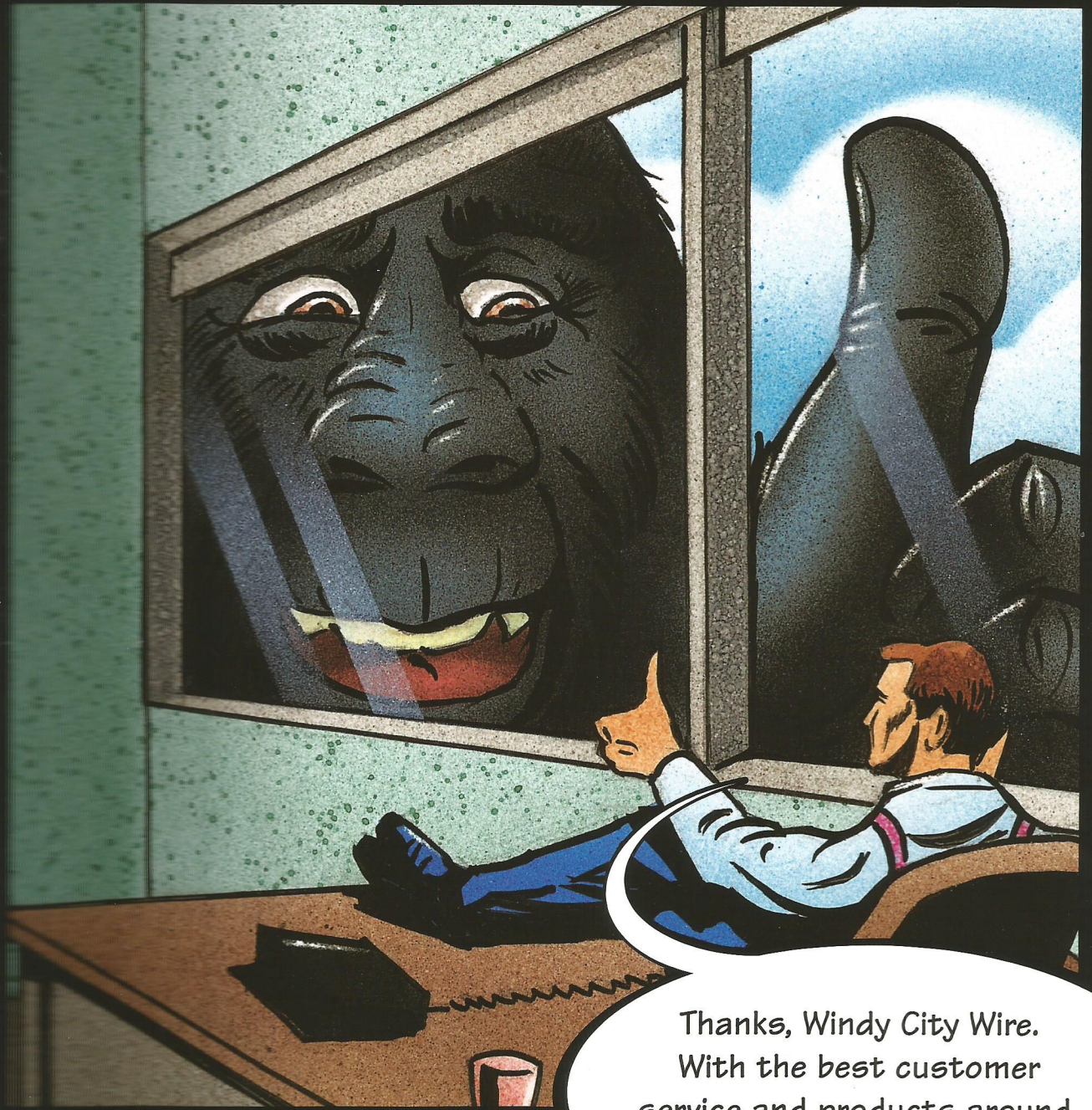
If these other groundbreaking features aren't enough, all SmartWire products come with a lifetime warranty.



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**CLICK!**





Thanks, Windy City Wire.  
With the best customer  
service and products around,  
you've got my business!

## FOR MORE INFORMATION

For more details on SmartWire or how WCW can improve the efficiencies and quality of your business, call us toll free at (800) 379-1191 or fax (708) 493-1390.

Isn't it time you received a higher level of customer service?  
Isn't it time you opened an account with WCW?