



FOR IMMEDIATE RELEASE

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## **Irby Earns *Best of the Best* Awards for Marketing Excellence**

*Irby receives prestigious TED Magazine marketing awards for best marketing programs during 2005.*

Orlando, FL (April 25, 2006) - - Stuart C. Irby Co., a division of Sonepar USA, today earned two prestigious awards for Best Distributor with sales in excess of \$200 million in the Literature/Selling Tools category for its "Building profitable partnerships since 1926" brochure and in the Publications category for "*Irby Circuit*" during the annual NAED Annual "Best of the Best" Marketing Awards Competition luncheon. Irby also received an Honorable Mention in the Print Advertising category for its "Emergency Response" piece.

Mike Wigton, President of Irby, says, "This is an incredible performance to have competed in various marketing categories against all the major players in the electrical distribution industry and receive more awards than all of them. This shows that Irby is truly committed to its marketing efforts and will continue to put Irby on the map with excellence in our marketing programs."

The modular design of the "Building profitable partnerships since 1926" brochure included a folder, an Irby brand CD, a brochure, four market-specific sell sheets, and other pieces

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## ADD ONE/ IRBY WINS *BEST OF THE BEST* MARKETING AWARDS

allowing them to customize the package for any purpose – quotes, proposals, recruiting or management presentations. The piece maintains the new Irby identity in a consistent manner while telling the Irby story in a clean, concise and organized presentation.

*Irby Circuit* is a customer magazine published quarterly featuring timely, relevant feature articles targeting each of their major customer segments – industrial, utility, contractor and commercial. In collaboration with key suppliers, the publication informs their mutual customers about changes in industry codes, new products and services, and current news and events in the industry.

The “Emergency Response” print advertising piece featured a compassionate message to those affected the historical hurricanes of 2005 with a message focusing on “a partner who’ll be there for you, 24 hours a day, seven days a week.”

For nearly 80 years, Stuart C. Irby Co. has been a key player in the electrical wholesaling industry, serving a multitude of customers in the utility, commercial, industrial and residential sectors.

Sonepar Group, which is the parent company of Sonepar USA, is a privately owned independent group with headquarters located in Paris (France). Sonepar is the world leader in the distribution of electrical equipment. It specializes in cables and wiring, trunking, fittings, HVAC and lighting. With operations in 29 countries across four continents, the group’s 20,000 employees and 1150 branches generates annual sales over \$8.4 billion (7 billion euros).

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Stuart C. Irby Company was founded in 1926 and is based in Jackson, Mississippi with more than 680 employees in 47 locations in 11 states (Alabama, Arkansas, Colorado, Florida, Louisiana, Mississippi, New Mexico, New York, Oklahoma, Tennessee and Texas). To find out more, go to [www.irby.com](http://www.irby.com), or [www.sonepar.com](http://www.sonepar.com), or [www.sonepar-usa.com](http://www.sonepar-usa.com) .

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