



Final Draft FOR IMMEDIATE RELEASE

Sequel Wire and Cable embarks on rapid plant expansion and key additions to their senior management team; James Rothstein joins as Chief Revenue Officer and President, Sequel Low Voltage; Brian Meachum assumes the role of Executive Vice President of Engineering

Since announcing their partnership with industry veterans Gary Yetman, Jim Coleman and investment partner Cuprum Holdings in January, Sequel has rapidly embarked on planned expansions and additions to the team.

After breaking ground earlier in the year on a 210,000 sq ft plant expansion to the Sequel headquarters in Argos, Indiana, the new facilities are progressing quickly, with completion planned for the end of 2025. The expansion will create additional capacity to markedly enhance Sequel OEM product offerings, as well as provide product expansion for Sequel Low Voltage which will include CM, CMR, CMP, FPLR, FPLP, ETL/UL Listed Cables—alarm systems, both residential and commercial; audio visual and sound systems; access control; fire alarms; industrial, commercial systems, data centers, and HVAC Systems. Sequel has been widely recognized as a uniquely service-oriented manufacturer with unsurpassed quality and efficiency.

James Rothstein, who joined the team earlier in the year, will take on the dual roles of CRO for Sequel Holdings and President of Sequel Low Voltage. Brian Meachum, an industry veteran, has also joined the leadership team as EVP of Engineering.

James and Brian join founders Rich Carr, Denise Feece, and Mike Frigo on the senior team, as well as Jim Coleman, CEO, and Gary Yetman, Executive Chairman.

James Rothstein Joins as Chief Revenue Officer (CRO) and President of Sequel Low Voltage Division

James Rothstein, former Chairman of the Security Industry Association (SIA), has had a distinguished career spanning the security, low voltage, and cable industries. James brings over three decades of experience to his new role of leading the strategic direction and expansion of Sequel's overall business, as well as overseeing the Low Voltage division. His focus is on driving revenue growth, enhancing customer engagement, and achieving operational excellence.

"I am excited to join Sequel Wire and Cable at such a pivotal time in the company's growth," said Rothstein. "Sequel's wealth of senior leadership and expertise gives us a tremendous opportunity to expand our offerings and further solidify our leadership in the wire and cable industry. I look forward to working closely with the team to deliver innovative solutions and exceptional service to our customers."

"We are thrilled to welcome James to Sequel Wire and Cable," said Jim Coleman, CEO of Sequel Wire and Cable. "James's experience and his deep knowledge of the low voltage industry will be invaluable as we continue to grow and innovate. His leadership will be instrumental in driving the

success of our new Sequel Low Voltage division and positioning Sequel as a leader in this important segment of the market.”

Rothstein’s extensive background includes leadership positions as operating partner for Lee Equity, a New York-based private equity firm, as well as global advisor to I-PRO. He has served as the senior vice president of global security solutions for Wesco, where he held P&L responsibilities for the firm’s \$2+ billion global security and fire business. He was one of the owners of Tri-Ed Distribution, which was then sold to Anixter in 2015. He served as the senior vice president of marketing for Fatwire Software, an enterprise software solution later acquired by Oracle. His earlier experience included nearly a decade at Honeywell’s ADI division, where he served as the vice president of marketing and general manager. James holds a BS in Economics from Colgate University.

Sequel Wire and Cable Welcomes Industry Veteran Brian Meachum to Lead Engineering for New Low Voltage Division

Sequel Wire and Cable is proud to announce the addition of Brian Meachum to its leadership team as Executive Vice President of Engineering for the newly launched Low Voltage Group. With more than 25 years of experience in the wire and cable industry, Brian brings deep expertise across engineering, manufacturing, operations, product management, sales, and marketing. He most recently served as Vice President of Specialty Distribution at Southwire Company LLC. and previously led the Genesis Cable business unit at Resideo Technologies Inc.

In his new role, Brian will oversee all engineering functions with a strategic focus on developing and expanding Sequel’s low-voltage product offerings. His appointment comes at a transformative time for Sequel, as the company builds on the success of its OEM operations in Argos, Indiana, and enters a new phase of strategic growth in Low Voltage.

“I’m excited to join Sequel at such a pivotal moment in its evolution,” said Meachum. “The company’s proven track record in OEM, combined with a dream team of low-voltage talent and industry heavyweights, creates an unmatched foundation for innovation and growth. I’ve always believed wire and cable are the vascular system of any solution—the unseen ‘veins’ behind the wall. When designed and functioning properly, they enable the entire system to perform at its best.”

For more information on Sequel Wire and Cable, visit sequelwire.com, email sales@sequelwire.com, or call 574-626-1515