

■ Press release

HELUKABEL Becomes HELU

Strategic transformation to new brand brings focus on systems back to centre stage

The HELUKABEL Group takes an important step in its strategic development: the specialists in electrical connection technology may now be found on the market under a new brand name—HELU. Giving clear expression to the company's transformation in recent years into a systems and solutions provider.

Mississauga, ON, February 24, 2026 – No longer HELUKABEL, just HELU—the idea behind this change is both deliberate and strategic as we have developed step by step from a manufacturer of only cables into an internationally leading systems supplier for electrical connection technology. In addition to cables and wires, our portfolio now includes assemblies and drag chains with which we create integrated, custom, and installation-ready solutions for our customers' wide range of applications. This evolution will also have an impact at a market level with a new brand name, new logo, and our new claim: "Always stay electrified."

"The future of connection technology is no longer defined by the quality of individual components. Instead, it's about combining them into intelligent, installation-ready systems and services," explains Managing Director Marc Luksch. "In the previous years, we've consistently expanded our competencies and our vision." Customers benefit from this solution-based approach through fewer and more clearly defined points of contact, time-saving implementation, and a consistently proven high level of quality.

As a sole supplier, HELU produces more than cables—they also produce drag chains and assemblies in their own factories. Unifying their entire range of products under the roof of the HELU brand is taking a step towards greater clarity and simplicity for customers. "Our goal is to combine our competencies as a group to provide the users of our solutions with real added value," emphasises Marc Luksch. "Regardless of how complex or unique the challenges may be."

HELUKABEL® Canada

3650 Odyssey Drive, Unit # 4 - 5
Mississauga, ON L5M 0Y9
Phone +1 289-444-5040
Fax +1 289-444-5041
sales@helukabel.ca
www.helu.com

Press Contact:

Brendan Dumas
Marketing Coordinator
Phone +1 289-444-5040
brendan.dumas@helukabel.ca

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About HELU Canada

HELU Canada is the wholly-owned Canadian subsidiary of HELU KABEL GmbH, a global cable system solutions provider specializing in the production of cables, wires, accessories, cable assemblies, robotic dress packs, and drag chains with 76 locations in 43 countries throughout the world. Located in the Greater Toronto Area, HELU Canada carries up to 600 cables, wires and accessory line items for a multitude of application areas including mechanical and plant engineering, industrial automation, oil and gas, building technology, infrastructure, mobility and renewable energy. Direct access to a 1.8 million-square-foot, fully automated warehouse with 33,000 line items, enables HELU Canada to provide extremely short delivery times.

About HELU

The HELU Group, which is headquartered in the Swabian city of Hemmingen in southwest Germany, is an internationally leading manufacturer and supplier of electrical connection technology. Their product portfolio includes cables, wires, accessories, drag chains made of plastic, steel, and stainless steel, and pre-assembled and ready-to-use modules and systems. Since 1978, the family-run company has supplied customers in industries ranging from mechanical and plant engineering, industrial automation, energy supply, building technology, mobility, and many more with reliable and high-quality solutions for energy and data transmission. With 76 locations and around 2,500 employees in 43 countries, HELU ensures quick reaction times and delivery speeds, customer-centered consultations, and solution-oriented collaboration around the globe.

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www.helu.com

Press Contact:

Brendan Dumas
Marketing Coordinator
Phone +1 289-444-5040
brendan.dumas@helukabel.ca