



## OmniCable Strengthens Partnership with Belden Through Its Lumberg Automation Brand

*Expands Enterprise Connectivity Portfolio in Support of Industrial Automation Market*

**WEST CHESTER, PA** – June 19, 2024 – Omni Cable, LLC (OmniCable), an industry-leading redistributor selling wire, cable, fiber, and other communications and electrical products exclusively to distributors, today announced the expansion of its partnership with Belden. This strategic alliance will enhance OmniCable's portfolio in the industrial market through Belden's Lumberg Automation brand.

Over the past three years, the industrial automation market has faced significant challenges, including unforeseen demand shifts, supply constraints, and workforce issues. The need for flexible connectivity solutions to adapt to dynamic market conditions has become a critical component of any manufacturing operation.

"At OmniCable, we're focused on enabling our distribution customers with speed, reliability, and flexibility to meet our distribution partners and their customers' requirements," said David Bemoras, President, Communications Division, OmniCable. "Expanding our partnership with Belden through its Lumberg Automation brand allows us to enhance our enterprise connectivity capabilities, providing the necessary infrastructure for seamless communication, integration, and management of the factory floor."

For decades, industrial automation customers have relied on Lumberg Automation connectivity solutions to reduce complexity and optimize cost and performance. OmniCable's expanded stock of Lumberg Automation includes the LiON-X portfolio of products as well as Ethernet cable, sensor/actuator cable, power supply cable, and Ethernet cordsets.

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