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FOR IMMEDIATE RELEASE

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WERNER ACQUIRES ETCO ELECTRIC SUPPLY, INC.

Appleton, WI (March 30, 2026) — [Werner](#), a leader in electrical supplies and solutions throughout Wisconsin and Michigan’s Upper Peninsula, announced today that it has successfully completed its acquisition of [ETCO Electric Supply, Inc.](#), which has served Central Wisconsin for over 50 years. The acquisition became effective March 27, 2026, with Werner now serving as the point of contact for ETCO’s service areas and customer base.

ETCO Electric Supply has been a well-known name in wholesale electrical supply for both residential and commercial construction since 1972, with locations in Wausau and Minocqua. The company is committed to providing quality products at competitive prices, along with services such as energy audits, project management, and electrical design.

“This acquisition is a win for customers across Northern Wisconsin and the Upper Peninsula of Michigan,” said Craig Wiedemeier, Werner president. “It’s an opportunity for Werner to strengthen our presence in the region and expand our ability to provide electrical solutions for residential and commercial construction. At the same time, the ETCO team gains the scale, resources, and stability of a larger organization—creating new opportunities for growth while preserving the local relationships that matter most.”

To learn more about Werner, visit onewerner.com.

ABOUT WERNER

Since 1948, Werner has been a trusted construction partner in Wisconsin electrical supply and distribution. Today, the company delivers comprehensive solutions that help customers achieve success, combining consultative expertise, innovative technology, and a broad product line—including lighting design, inventory management, jobsite coordination, and after-hours support. Werner’s ongoing evolution is driven by one goal: keeping customers at the center of everything it does.