

## MINNESOTA WIRE CREATES INDEPENDENT R&D DIVISION

**St. Paul, 1/28/09** – Minnesota Wire announced this week that its R&D Business Unit will be an independent division. “*Minnovate*,”™ short for *Minnesota Innovation*, will continue to be highly focused on execution of the parent company’s high technology research and development grants, and commercialization of disruptive products and processes for the wire and cable industry.

According to Chip Laingen, Minnesota Wire’s Communications Director, the new logo chosen for the division is symbolic in the following ways:

- The basic design reflects the parent company logo, but features the 'M' and 'W' on top of each other, rather than side-by-side
- The single blue color for the crest signifies the electrical "signal integrity" the R&D Business Unit strives for in all of its work with novel electrical conductors and shields
- The "sheen" on the crest adds to the illusion of raised relief, signifying movement or the continuing forward progress to achieve disruptive technology
- The shadow represents modernity, future possibility, making possible the seemingly impossible, and a raised state of awareness for creating innovative products and processes. The gray of the shadow reflects the carbon nanotube technology being used by *Minnovate*
- The two halves of the crest are not joined - indicating that the R&D division is not a place where products are fully completed, but where the quest for that completion is ongoing



Minnesota Wire’s R&D efforts include nanotechnology and advanced materials research. The work is producing novel designs for various markets that require the highest forms of electrical signal integrity, and disruptive advances in weight savings, shielding, green technology and other critical properties. For more information about *Minnovate* and its R&D efforts, go to [www.mnwire.com](http://www.mnwire.com) and click “R&D.”

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**Minnesota Wire** is a vertically integrated, custom manufacturing and development house for wire, cable and interconnect assemblies to the Medical, Defense, Instrumentation and Telecommunications industries. The company is a market and R&D leader in: electrical signal integrity; mitigating triboelectric effects; radio-translucent wire; and innovative connections for wearable electronics, patient monitoring systems and leading-edge medical devices.