



NEWS RELEASE

VAN METER NAMED 2024 DISTRIBUTOR OF THE YEAR, AWARDED ROCKWELL AUTOMATION BRADLEY CUP

Cedar Rapids, IA – 11/21/2024 – Van Meter Inc. was named the 2024 Distributor of the Year and awarded the Bradley Cup during Rockwell Automation’s “Make it Matter” Automation Fair in Anaheim, CA, on Tuesday, November 19.

The Bradley Cup is bestowed upon one of Rockwell Automation’s 93 authorized, North American distributor territories annually in recognition of achieving the highest composite score for growing the business short-term (fiscal year), long-term (five year) and in the emerging technology and software services space.

“Our team is incredibly proud to sell and support Rockwell Automation solutions,” said Lura McBride, President and CEO at Van Meter. “Rockwell and our peer distributors in the industry inspire us to be a market maker, and to continually invest in and elevate our customer experience, revenue performance and operational capabilities.”

Named after one of Allen-Bradley’s (today known as Rockwell Automation) co-founders, Lynde Bradley, the Bradley Cup is the highest recognition a Rockwell Automation distributor can receive.

“Bringing home this award speaks volumes about our customers and the trust they place in us as their partner,” said Mike Hermann, Vice President of Industrial Sales at Van Meter. “We are privileged to serve companies that consistently demonstrate resiliency and a commitment to innovate and improve the way goods are manufactured in our country.”

Globally, Van Meter is Rockwell Automation’s sixth largest distributor. The company has been helping the manufacturing community in Iowa, Minnesota and Wisconsin address productivity, safety, security, labor, time-to-market, and sustainability challenges with technology since the early 1930s.

“Our customers do important, life-changing work every day, and to be recognized for what we do to support their efforts is pretty special,” added McBride. “We work hard to maintain the inventory levels and technical expertise the market requires. We are grateful for this award and look forward to continued success with Rockwell and our amazing customers.”

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Headquartered in Cedar Rapids, Van Meter is an Iowa-based distributor selling more than 800 brands of electrical, automation and mechanical products to contractor, industrial and commercial customers nationwide. As the 15th largest electrical distributor in the United States, Van Meter’s offering encompasses lighting, data communications, electric, utility, automation, power transmission, renewable energy, and more. Van Meter is a 100% employee-owned company with 25 locations across seven states. To learn more about Van Meter, visit www.vanmeterinc.com

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