

## Wired for what matters

### Highlights:

- Custom Controls of Arizona designs and builds electrical control panels for a diverse range of industries, including HVAC, wastewater, hospitals, and data centers
- When choosing a partner, Custom Controls of Arizona looks for a company that shares its values of quality, integrity, and teamwork
- Custom Controls of Arizona has trusted Phoenix Contact as a partner for more than 20 years, due to extreme ownership in delivering quality products and standing behind those products with excellent service

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– Owen Maurer

### Customer profile: Custom Controls of Arizona

Custom Controls of Arizona prides itself on going above and beyond the standard electrical panel shop. “Within the industry, people look to us for pumps, lighting, heating, cooling, all of those things,” said Owen Maurer, shop manager at Custom Controls of Arizona. “But more importantly, they also look to us to solve problems within the industry of control” (Figure 1).

The panel shop serves a diverse range of industries, from HVAC, wastewater, and mining, to hospitals and data centers.



Figure 1: Custom Controls of Arizona goes above and beyond the standard electrical panel shop, solving problems within the industry of control.

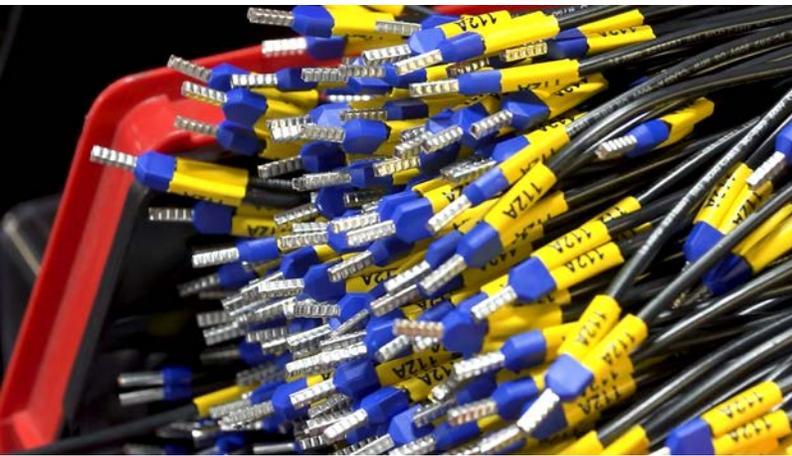
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“We partner with manufacturers that integrate electrical controls into their equipment,” Michael Kinkel, the owner, explained. “When you think of electricity, moving parts, electrical motors – everything needs to be started and stopped, monitored. And that’s where we provide solutions to manufacturers, specifically, for their electrical control panel needs.”

“I get really excited about the impact that we have, knowing that the control panels we design and build are providing value,” said Michael. “In some cases, that could be maintaining cool air to a warehouse of workers. Or at a wastewater treatment plant, it could be water management and water purification. We’re a small, behind-the-scenes piece that nobody sees in the infrastructure, but playing a critical part in the end result.”

Jeff Egnew, Chief Operating Officer, added, “We care about our people, first and foremost. We have the attitude that if our team is strong and on board with our goals of quality, integrity, teamwork, then we will build the best product that is available.”



**Figure 2:** With Phoenix Contact’s cutting and stripping machines, Custom Controls of Arizona can process hundreds of thousands of ferrules much more efficiently.

### Challenge: In-house cable assembly

Custom Controls of Arizona does most of its cable assembly in-house. “We’ll receive raw goods and cable assemblies from our vendors, and then we’ll assemble those into glands and cordsets in-house,” said Owen (Figure 3).

Phoenix Contact, a long-time supplier to Custom Controls of Arizona, has provided technical support and competitive pricing over the years. For example, a recent job relied on Phoenix Contact cut and ferrule machines to make this in-house assembly much more efficient.

“We’re currently prepping a job of almost 6,000 panels, and those two machines are running the project,” said



**Figure 3:** Custom Controls of Arizona does most of its cable assembly in-house, but Phoenix Contact supplies custom cordsets when unique connectors are needed.

Owen. “We’re doing all of the prep internally, and the Phoenix Contact cutting/stripping machines allow us to quickly process 80,000 to 90,000 feet of wire. Our guys will use the machines to put on hundreds of thousands of ferrules” (Figure 2).

However, in some cases, the cordsets and connectors are too specific for Custom Controls of Arizona to produce on its own. Owen stated, “A vendor who can deliver on a quality cordset is huge to us, because it takes a piece of internal prep, and it’s able to outsource that.”

### Solution: A global support team

Recently, Phoenix Contact supplied a custom cordset that allowed Custom Controls of Arizona to scale on a different level.

“That cord with those unique connections on the end, which are job-specific. We can’t produce a product like that,” said Owen. “We can take that cable cordset and put that in a gland that penetrates into the panel. Then it’s a direct plug-and-play to a piece of equipment in the field.”

However, during the initial installation, Custom Controls of Arizona noticed some potentially serious issues with the cables. Phoenix Contact brought together experts from the U.S. and Germany to address the issue.

Owen continued, “The entire team came together with people from both the U.S. and Germany to solve the problem we were having. They expedited the process and delivered a product that was double-tested. It passed and performed great within the product in the end. But the scale of the project was so big that failure was not an option.”

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## Results: Common values lead to success

“We felt very comforted that Phoenix was able to come alongside us, take complete ownership of that, and walk through a process of resolving that,” said Owen.

“It wasn’t resolved overnight, but we didn’t need the process resolved overnight. I needed the process resolved to 100% at some point, and Phoenix Contact was able to do that.”

“Custom Controls of Arizona is looking for vendors who share the same values that we have: integrity, discipline, and teamwork,” said Michael. “We take extreme ownership when walking a project through our factory. And if our vendor is not willing to take extreme ownership in delivering a solid product and backing up the products that they deliver to us, it’s just not going to work.”

[Watch a video](#) to learn more.