OUR STORY

DWM Holdings is the umbrella company for a portfolio of light pole manufacturing brands: United Lighting Standards; General Structures, Inc.; Lyte Poles; and Cecil Composites. The business was founded by Douglas William MacVoy in 1971. Since that time, it has grown both with and ahead of the lighting industry — all of which has shaped a company steeped in a rich tradition of developing outstanding partnerships.

The Start

Doug began manufacturing poles under the name Womac Engineering initially strictly a fabrication business - when a single customer wanted a light pole. Seeing a need and potential in the space, the company moved into manufacturing light poles full time. The name of the business was then changed to United Lighting Standards (ULS) and incorporated in 1979. Doug quickly realized that the most effective way to market required partnering with independent fixture manufacturer sales representatives. ULS soon established strong representation across the country.

The Brand Companies

In the mid-80s, ULS was contacted by the leadership of General Electric to discuss the possibility of showcasing ULS' products in GE's outdoor lighting catalog. Due to ULS' existing manufacturer sales agent representation, General Structures, Inc. was established in 1987 to capitalize on this alignment with GE.

Not long after, the company developed a relationship with Genlyte Thomas Group (led by Larry Powers). Larry understood that an unnecessary mark up on lighting standards compromised fixture sales. He wanted Genlyte Thomas Group's sales agents to have access to an independent light pole line in order to provide the most competitive site lighting packages possible. So, in an effort to sell poles through Genlyte's sales structure, Lyte Poles was established and incorporated in 1989.

DID YOU KNOW?

Innovation has always been a part of who we are. In the mid 1980s, we implemented an in-house, state-of-the-art powder coat system. We've upgraded our finishing capabilities since then, but we remain dedicated to provided the best possible finishes for our products. In the '90s, Doug patented a proprietary PTA bracket that allowed the company to provide exemplary lead times. This commitment to improving the way we do business continues to fuel the rapid changes the company is experiencing.

DID YOU KNOW?

under the three brand names.

The Transition

1989

DID YOU KNOW?

bell electronically.

In 2002, we opened a warehousing facility in Sparks, NV, to better serve our of our partners across North America from our facility in Warren, MI through improvements in operational efficiency and freight consolidation.

The presence of the three brands in the marketplace under this structure led

to market acceptance over time. Eventually, the alignments between GE and

due to mergers and acquisitions and shifts within the industry. However, the

steel and aluminum commercial lighting poles, brackets, and accessories

Following Doug's death in 2013, leadership of the company shifted, and his

successes of the past while building a business that can lead the way in the

General Structures, Inc.; and Lyte Poles becoming subsidiary brands of this

Bob retired in 2016. He has since come back to the business to support our

umbrella entity. The business experienced another significant shift when

company, and DWM Holdings was founded — with United Lighting Standards;

future. In 2014, the leadership team realized the need to establish a parent

children-Ryan MacVoy, Kelly MacVoy Guffey, and Zac MacVoy-joined COO Bob Wesch as owners and began to look at how they could leverage the

General Structures, Inc. and Gen-Lyte Thomas Group and Lyte Poles dissolved

company continued to go to market with its line of round, square, and tapered

Our Ring the Bell program was introduced in late 2008 to celebrate

partner orders exceeding \$25,000. Back then, it was done by ringing

a bell in our office. That bell still hangs today, but we now ring the



The Move to Scale

Today, our C&I-focused brand companies continue to compete in a commodity marketplace where customers expect aggressive pricing. This often means manufacturers can do little to differentiate themselves outside of price and outstanding service. The DWM Holdings team isn't satisfied with this. We strongly believe that manufacturers can add value in unexpected and uncommon ways. Putting our product at the center of everything we do allows us to design and build for exactly what the customer needs. An unrelenting focus on knowing what we do well, providing a quality product, building to design, and being customer focused positions our team for scale — within the C&I space as well as other distribution channels.

DID YOU KNOW?

- comprised of:

The Future

A key component of our growth strategy is expansion of our manfacturing capabilities and distribution channels. In 2020, we began investing in Cecil Composites, a 120,000sqft, filament-winding facility in Mount Clemens, MI, designed and built to address the growing demand for composite structures in the Utilites market. As our capapbilities grow, we are able to more effectively supply the wide-array of structures our customers demand.

Womac Engineering began fabricating lighting poles on

Beaufait Street in

Detroit, Michigan



United Lighting

1979





1986



incorporated

General

1987

Structures, Inc. is

Lyte Poles is Ray Breham ioins incorporated Production floor. vte

Engineering and growth efforts.

Bob Wesch ioins the company

the company



Rvan MacVov ioins



2013





Zac MacVov steps out of his day-to-day role into one as a strategic advisor

Kelly MacVoy Guffey

DWM Holdings is



the company on the eventually working his way to Assistant **Production Manager**



1990

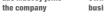
1997











DID YOU KNOW?

We have an unrelenting focus on improving our business and being transparent around the data that drives it. Pole Vault[™] was built to provide our partners the information they need to manage their business.

Our Leadership Team sets the company's strategic direction and provides the required guidance and support for our team in accomplishing our goals. It is

Ryan MacVoy, Chief Executive Officer » Kelly MacVoy Guffey, Chief Revenue Officer > Zac MacVoy, Chief Strategy Officer











-endeavor



Zac MacVov reioins

the company as an

operator



Cecil Composites product line launched

