

Monthly Spotlight

Jeff Cade, President and Owner of TRM Heating Cables, has fully realized his dream of becoming a business owner. In his early years, Jeff gravitated to the electrical industry and when the opportunity arose, he took the risk and went out on his own and established TRM in 2001.

Although he has worked for many large industry-related companies, he is grateful to be able to lead and support a team of like-minded co-workers that makes him proud and grateful every day.



As a service-oriented company, TRM has grown steadily over the years, due in part to its ability to quickly adjust based on industry changes and the needs of TRM employees and customers.

TRM was one of the fortunate companies that stayed fully open and operational during the pandemic. TRM adapted and implemented efficiencies in their operations that enhanced the team's work/life balance.

The future looks bright for TRM and there are no plans on slowing down anytime soon. Jeff looks forward to more growth and giving opportunities to his team for training and learning more about the internal operations of TRM.

From increased representation across Canada to newly-appointed sales agents and partners, as well as national distribution through electrical wholesalers, 2023 is expected to be a key year for TRM. You can also expect to hear about new product lines and exciting improvements in the coming months.