Longhorn Reels Expands Wire and Cable Handling Solutions for AI Data Center Infrastructure

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Longhorn Reels, a Texas-based manufacturer with over 46 years of experience in industrial storage systems, has expanded its metal fabrication capabilities to address the growing infrastructure demands of artificial intelligence data centers and chip manufacturing facilities. The expansion enables the company to provide precision-engineered rack systems and cable management solutions specifically designed for the complex requirements of modern computing environments.

The expansion responds to unprecedented infrastructure needs driven by artificial intelligence computing, which requires specialized storage and cable management systems capable of supporting complex equipment configurations. Data centers operating AI workloads demand rack systems that can handle increased weight loads, maintain optimal airflow patterns, and accommodate sophisticated cable routing requirements.

"The rapid growth of AI infrastructure has created unique challenges for data center operators who need customized solutions that standard products cannot address," said Yan, Director of Engineering at Longhorn Reels. "Our expanded fabrication capabilities allow us to engineer rack systems that meet the exact specifications of each facility while ensuring long-term reliability and performance."

Longhorn Reels equipment now includes advanced rack fabrication systems utilizing precision laser-cut parts and certified welding techniques. The company manufactures these customized racks at its two Texas facilities, where 70 skilled employees operate state-of-the-art fabricating equipment to ensure consistency and quality control throughout the production process.

The company's engineering team collaborates directly with data center operators and chip manufacturers to develop tailored solutions that integrate seamlessly with existing infrastructure. This custom manufacturing approach enables organizations to obtain rack systems designed for their specific spatial constraints, weight

requirements, and cable management needs.

The expanded capabilities complement the company's comprehensive portfolio of wire and cable handling solutions, which includes compartment reels and stands, roller platforms, mobile reel systems, turn tables, light fixture carts, PVC storage racks, job boxes, wire pull boxes, and coiler and take-up systems. Each product undergoes rigorous testing to meet the demanding requirements of industrial and data center environments.

Beyond data center applications, Longhorn Reels continues to serve diverse industries requiring specialized storage and cable management systems. The company's fabrication technology investments position it to address evolving infrastructure needs across telecommunications, construction, electrical contracting, and manufacturing sectors.

All products are manufactured domestically at Longhorn Reels' Texas facilities, reflecting the company's commitment to American manufacturing standards and quality control. The expansion into advanced fabrication systems for racks represents a strategic response to market demands while maintaining the company's focus on dependability and precision engineering.

Longhorn Reels, a division of GO Industries, has built its reputation over four decades by providing industrial storage and cable management solutions designed for years of reliable service. The company combines traditional manufacturing expertise with modern fabrication technologies to deliver products that meet the evolving needs of infrastructure-intensive industries.

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Longhorn Reels

Longhorn reels uses precision laser cut parts and certified welding to build custom fabricated racks systems for data centers,compartment Reels and Stands, reel systems for wire, cable & hose, PVC Storage Rack & more.

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