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Steve Wilhelm

Guru of power-cable treatment buys rival

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[Glenn Bertini](#) has dedicated three decades of his life to a technology most people never see.

And last week his persistence paid off.

Bertini, as CEO of Kent-based Novinium Inc., purchased his much-larger rival UtilX Corp., after years of competition.

With the two put into one, Bertini will be able to focus on what he really wants to do: getting more utility operators to buy his cable-rejuvenating technology, an injection of a special chemical that gives new life to older underground cables.

“It’s incredible!” he said. “I’m really happy to put the band back together.”

Steve Wilhelm covers manufacturing, aerospace and trade for the Puget Sound Business Journal.