



There is a reason
we call him –

Wire Wizard.SM

Alben Roland – Wire WizardSM. When it comes to solving your problems, he makes magic happen.

Alben's highest and most challenging form of wire wizardry is new product development, followed closely by solving tough, often one-of-a-kind technical problems. His powers are also evident in quality control and in laboratory testing. We call on Alben to perform his wizardry all the time. And so do our customers. Alben, Manager, Product Engineering, Carol[®] Brand Electronic Products, and the entire team of General Cable Wire Wizards are ready to perform magic. "Whether it's providing a prototype, solving an applications problem, or answering a technical question, we try to make magic happen," explains Alben. Magic or not, our Wizards always seem to find the answer and serve the customer. And there's no smoke or mirrors about that.

**CAROL[®]
BRAND**

If you'd like to put the powers of Alben and General Cable Carol Brand products to work for you, talk to a General Cable rep today. To connect, just call 1.888.295.5896 or e-mail us at info@generalcable.com.

REEL People ... Adding REAL Value

 **General Cable**
www.generalcable.com

The Carol® Brand Difference

BY ALBEN ROLAND, MANAGER, PRODUCT ENGINEERING — CAROL® BRAND ELECTRONIC PRODUCTS — GENERAL CABLE

You should know by now that General Cable's Carol® Brand Wire WizardsSM have a lot to say on the subject of cable. Their goal is to enhance the safety of every cable installation. By working with a supplier like General Cable that offers a comprehensive product line and all-inclusive customer service, you can eliminate the guesswork involved in selecting and installing the optimal cable for your unique projects. The Wire Wizards are just a phone call away.

Many companies claim that they're "different" — totally unlike any other business in their industry. While companies often fall short of such claims, General Cable has the systems, the products and the awards to prove our position of leadership within the wire and cable industry. We tell you this not to thumb our noses at the competition but to underscore our singular dedication to the safety and quality of your installations and the satisfaction of your clients.

For example, our Carol Electronics Team manufactures electronics wire and cable at two facilities, located in Manchester, New Hampshire and Franklin, Massachusetts. In addition to the expected manufacturing activities, these facilities grant customers access to on-site engineering support, technical expertise and product testing capabilities. This commitment to quality and service is undeniable, a fact illustrated by *INDUSTRY WEEK* magazine's recent presentation of a 2008 Best Plant Award to the Manchester facility. An annual recognition of outstanding manufacturing facilities, the Best Plant Award is given only to the cream of the manufacturing crop.

General Cable's adoption of an industry-leading Lean Six Sigma culture put the Company on the path to success by focusing on waste reduction, process improvement, visual factory management and operator-led process control. We're extremely proud that design engineers who specify wire and cable for electrical/electronic applications consistently tout Carol as one of the top two brands in the industry, both in terms of quality and breadth of product line.

The Carol Electronics product line covers a broad range of wire types that have numerous applications in residential and commercial environments:

- Hook-Up Wire – for wiring of electrical panels and meters
- Communication & Control – for industrial equipment control, remote signaling, and communications/broadcast applications
- Computer/Data – for computer interconnections, data transmission, and control circuits applications
- Coaxial & Twinaxial Cables
- Alarm & Security – for wiring of fire alarms, smoke detectors, voice communication systems, security systems, access control, etc.
- Audio & Home Entertainment – speaker and video cables used for home entertainment systems
- Specialty & OEM – special-application cables

The best complements to our unsurpassed family of wire and cable products are the stock position and distribution network that make our service levels among the best in the industry. Here are just a few of the reasons why:

- General Cable stocks the majority of its 2,500 full SKUs of electronics items at a regional network of distribution centers located across North America.

- Our outstanding service and inventory position minimizes any supply chain disruptions caused by minimum runs and lead times.
- Our dedication to superior quality also means less risk of downtime due to poor-quality cable.

While General Cable's production facilities use tight statistical process controls driven by our Lean Six Sigma culture, not all cables are created equal. Below are some key product characteristics to look for to ensure you're getting a quality cable:

- Quality copper conductors – Poor-quality copper can cause inadequate signal strength and/or premature oxidation. General Cable only uses 99.95 percent pure TPC copper. 99.97 percent OFHC copper is also available upon request.
- Foil shielding – Look for a minimum overlap of 20 percent, with a consistent overall diameter.
- Braid shield – Braid coverage is important. Some manufacturers skimp on the braid coverage in order to manufacture the cable at a lower cost. This will not achieve the electrical shielding you are looking for (EMI/RFI). Make sure you are getting 95 percent braid coverage if that is what the spec calls for.
- Insulation – Insulation failure inevitably leads to cable failure. Don't allow substandard cable insulation or inconsistent manufacturing processes to jeopardize your installations. General Cable uses premium-grade virgin raw materials produced internally or obtained from world-class, ISO 9001-certified suppliers.
- Multi-conductor/multi-pair cables require more precise electricals (i.e., low-capacitance cables). General Cable ensures consistent quality by maintaining tight control over compound specifications.
- Flexibility – More-flexible cables are easier to work with and will hold up longer. Be sure to take a cable's suppleness into account when sourcing products for your applications.
- Approvals – The majority of General Cable offerings meet NEC and/or CEC requirements and are approved by UL and/or CSA for use in the U.S. and Canada. Because of our commitment to quality and hazardous waste reduction, our cables are RoHS Compliant, and we are on the leading edge of REACH initiatives as they continue to unfold.

Everything we do — all of our systems, our standards, our innovations, our oversight — is done to create the best possible outcome for our customers. By manufacturing high quality wire and cable products, leading the industry in materials quality and design, providing matchless fulfillment and distribution services, and dedicating ourselves to education and the sharing of information, General Cable is committed to helping you succeed. Give one of our Wire Wizards a call today and experience the General Cable Carol Brand difference for yourself.

Our Wire Wizards are ready with first-class customer support, printed catalog materials and detailed product specifications — please give us a call at 1.888.295.5896, send us an email at info@generalcable.com or visit www.generalcable.com.