

# LINKING INTEGRITY AND SAFETY TO CONSTRUCTION AND INSTALLATION



**Prysmian**  
Group

Linking  
the Future

# CONNECTING THE WORLD. TODAY AND IN THE FUTURE

**Prysmian Group is world leader in the energy and telecom cables and systems industry.**

**With 140 years' experience, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how.**

**140**  
YEARS OF  
EXPERIENCE

**25**  
R&D CENTRES  
AROUND  
THE WORLD



**We specialise in underground and submarine cables and systems** for power transmission and distribution, special cables for applications in many different industries, and medium and low voltage cables for the construction and infrastructure sectors.



**For the telecommunications industry, the Group is the world's largest provider** of cutting-edge cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems.



**We are committed to environmental responsibility** in our production processes, the protection of the global environment, and the responsible management of relations with the local communities in which we work.



**For us, innovation means meeting the needs of our customers and communities** by understanding their business drivers as quickly as they do. To do that, our team of over 900 Research & Development professionals is constantly looking to the future, predicting and identifying emerging trends in each of our industries and sectors. Acting on this intelligence from 25 R&D centres around the world, we're constantly close to our customers in their own local markets.

# Linking integrity and safety to construction and installation

As a construction and installation expert, you'll know that building the world takes a combination of things: skills, experience, market knowledge and care.

So why settle for any less from your industry partners?

At Prysmian Group, we are a trusted enabler, provider and partner to the construction industry and electrical wholesale, offering a reliable service with integrity on every project. And we've been providing the products and services you need for more than 140 years, so you can be confident in our reputation for quality.

You, our customers, are our first priority. And always will be.

We take a customer-first approach to everything we do: from visiting global construction project sites throughout the research and design process, to reflecting on your needs to guide product launches, refinement and innovation. We believe through true dedication to customer centricity at a local and regional level, we can bring your voice into our Prysmian Group organisation and be recognised in the commercial brands, Prysmian, Draka and General Cable, worldwide.

Cables which feature innovative new properties fit for your projects, delivering increased efficiency, maximum safety and unrivalled durability. Even solutions powered by revolutionary digital technology, so you can store valuable cabling systems data on the cloud for an always-accessible, mobile solution.

Meeting your challenges mean supplying products which adhere to the highest industry standards of safety, providing you with a consistent supply from our factories across the world, and for offering complete economical fairness and competitiveness on every product or service, so that your business can continue to flourish.

And we're improving our own business operations, too. From extending our product lifetimes, to the materials we use, we are making many changes to become a more sustainable business. From less radical changes, such as removing excess packaging from many of our products, to innovative overhauls within our production processes in order to maximise efficiency and reduce waste. We are minimising our impact on the planet, developing a comprehensive 'green portfolio' of eco-friendly products which perform with the same quality you expect from Prysmian.

Even as we minimise our environmental footprint, we'll continue to offer the same balance of quality, efficiency and reliability into the future. So that we can offer the solutions you truly need: for your networks, for the planet and for our future.

## ENERGY TRANSITION, GLOBAL DIGITALISATION, ELECTRIFICATION. HELPING YOU MEET THE WORLD'S GREAT CHALLENGES

Today, the world is facing three great challenges, all of which have significant implications for the construction and installation sector:

- The energy transition from fossil fuels to renewable sources
- The digitalisation of our world and the need to channel and transport an explosion of big data
- Global electrification, enabling the application of electrical power throughout the world

In all three scenarios, our network solutions – and the cable technology that underpins them – have a fundamental role to play in supporting the work you do. They facilitate the production and transmission of cleaner, more intelligent and more efficient and competitive energy, so that power can be transferred from the location of renewable production to the place of consumption (communities, urban centres and the buildings you construct).

Equally, our optical fibre technology will allow digital data to flow more freely throughout the world, creating opportunities for new growth, connections and enhancements to living and working everywhere, and facilitating the rise of 5G, IoT and artificial intelligence technology.

Our solutions also make it possible to improve the grids needed for the energy transition, and will enable the digitalisation and electrification of society as an essential step in the development of a low-carbon economy.

## MAKING SUSTAINABILITY CENTRAL TO YOUR SERVICES

In helping you build a safer, more secure, future for everyone, sustainability is a critical concern for us. Prysmian is committed to environmental responsibility in our production processes, the protection of the environment generally and the responsible management of relations with the local communities in which we work.

Achieving financial targets is no longer the only goal for businesses today. The Sustainable Development Goals (SDGs) set out by the United Nations indicate actions to reduce poverty, hunger, inequality and pollution by 2030, which are a call to action for all countries. As an international company, Prysmian Group embraces those goals and we use them as a guide for our sustainability strategy.

We're also committed to providing you with low-polluting products, increasing our waste recycling, and cutting down on emissions.



## FOR SAFER, MORE EFFICIENT ELECTRICAL INSTALLATIONS IN THE HOME

PRY-CAM HOME deploys the best of Prysmian Group's innovative PRY-CAM monitoring technology to meet the needs of trade and installation professionals. It's a simple-to-use solution that's easy to install, and offers market-leading functionality, power safety and efficiency for home electrical installations.

More than 80% of domestic fires are due to power system failures. PRY-CAM HOME is the ideal solution to raise greater awareness around the importance of power safety, reliability and efficiency.

As electrical installations are an invisible component of the home, their maintenance may be limited, non-existent or only carried out following a fault. The need to responsibly monitor residential power safety and efficiency has become, therefore, critical, and PRY-CAM HOME is the ideal answer.

### For electricity professionals

Compact and easy to install, PRY-CAM HOME consists of two units, MASTER and PLUG, that allow easy, accurate measurement of the key parameters of electrical installation in homes. Other market solutions require multiple instruments to carry out the various tests required to certify domestic systems' conformity. These are expensive and complicated to use. PRY-CAM HOME is a single instrument capable of handling the main range of testing at a much lower price point.

It also means electricians can plan customised maintenance operations and make their customers' electrical installations more efficient.

### For homeowners

PRY-CAM HOME helps prevent faults caused by home electrical appliances, overloads and black-outs. It also allows homeowners to monitor energy consumption and guides them towards better energy awareness.

### Two dedicated apps for real-time monitoring

PRY-CAM HOME is managed using two apps: PRY-CAM HOME PRO APP for professional electricians, and PRY-CAM HOME APP for homeowners. Both are available for iOS and Android.



PRY-CAM HOME



PRY-CAM HOME PRO



# GREEN ON THE INSIDE AND OUT

Following a business strategy consistent with the UN Sustainable Development Goals, we're helping the outside world achieve a green future. And now, with our ECO CABLE products, installed in homes, infrastructures and cities, we're turning the world green on the inside too.

A first in the cable industry, ECO CABLE uses the same assessment criteria as established certification labels, such as EU Ecolabel, and complements the net-zero Scope 3 target, paving the way for a specific extension to the cable industry.

**Assessed against six international standards**  
To be ECO CABLE-labelled, each cable family has to pass a rating process based on key criteria.

**1. Carbon footprint**  
Calculated with a "cradle-to-gate" approach and combined with other parameters to achieve a full "cradle-to-grave" carbon footprint.

**2. Substances of very high concern**  
ECO CABLE products must be free of substances that are carcinogenic, mutagenic, toxic for reproduction, or hazardous for the environment.

**3. Recyclability/circularity**  
Indicates that materials used in the cables are potentially recyclable or the products themselves are potentially fully recyclable.

**4. Recycling input rate**  
Confirms the presence of recycled material in a cable, both purchased from external suppliers and reused by Prysmian Group itself.

**5. Environmental benefits**  
Applies to low-carbon enabling products, CPR-compliant cables, and cables used for green energy sources.

**6. Cable transmission efficiency**  
The more efficient the cable, the more sustainable its performance.

ECO CABLE is our pledge to provide transparent and clear indication and information, using recognised criteria, on the greenness of our cables based on our three key drivers: sustainability, reliability, and quality.

**The target is that 20% of Prysmian Group products will be ECO CABLE label assessed by 2022.**



# A RAPID AND ROBUST, YET TRULY AGILE SUPPLY CHAIN

Manufacturing is the soul of our company. We were born to produce. We deliver world-leading products to our customers by putting them at the centre of our daily work. And by endeavouring to truly understand your needs in order to provide an exceptional service.

A key part of our success therefore, lies in the quality, efficiency and capability of our supply chain.

## Speed

We strive to deliver you the best-in-class. Fast. Starting with the swift identification of your exact needs, supported by on-time delivery of tailored high-quality products and solutions, backed up by the guarantee of prompt management of any critical situations.

A lean manufacturing chain and large, modern centres of excellence greatly enhance our capacity – on a local and global scale. While our stock level rates are strategically monitored to minimise wait times.

## Adaptation

Our supply chain is adaptable too. We continually streamline decision-making processes across the board, enabling us to manoeuvre more effectively in response to market demand.

Equally, our stock policies and planning strategies mean we can respond quickly and efficiently to market fluctuation and changing customer needs.

# GOING BEYOND THE CABLE



To support your business more fully, and to help you find new value in a changing world, Prysmian is constantly looking beyond the cables we manufacture. So our services for the construction sector now encompass innovative digital solutions that help you work more effectively, more efficiently and more profitably.

## Cable App

MORE THAN 35,000 USERS AND GROWING.

## PIM System

OVER 35,000 PRODUCTS FEATURED. AND COUNTING.



### Alesea – smart virtual assistance for your cable drums

Alesea is a smart device installed on your cable drums, connected to cloud infrastructure for storage and processing, and an intuitive web platform. An integrated GPS locator, sensors and mobile communications give you near real-time access to information regarding cable drum location, potential theft and tampering, drum use and available cable volume and type.

Data is automatically stored in the cloud, which you can retrieve and view at any time, giving you a full inventory management system that reduces your total costs of cable management, and minimises cable waste.



### PRY-ID – intelligent identification, right where you need it

With PRY-ID, you don't have to worry whether you've found the right cable before cutting it, whether the cable documentation is correct, or how to locate either of the cable ends. By scanning a cable, pre-fixed with an electronic chip, you can access everything you need to know via our user-friendly app.

The information can include product name, tracking number, CPR data, cable length, packaging or drum size, and more. The choice is yours. Without any need for a power supply, and lasting the lifetime of the cable, PRY-ID provides an electronic fingerprint for your cable, wherever and whenever you need it.



### Prysmian Cable App – the professionals' pocket toolkit

The Prysmian Cable App is the digital pocket toolkit for electrical professionals. Whether it's for installers on site or electrical engineers in the office, the app helps users find the best cable solution for their next project and installation. And, unlike other apps, Cable App accurately calculates and determines solutions across a wide range of products, including buried steel wire armoured cable. Furthermore, it also measures the cost savings and possible environmental impact of a user's chosen solution.

Once logged in to the app, you'll find technical documentation, comprehensively illustrated with photographs and imagery, direct links to product datasheets, and additional features including news and videos related to the world of electrical installation.



### Product Information Management (PIM) system – your window on the Prysmian world

Available in 20 countries worldwide, featuring information on over 35,000 products, 3,500 product families and 2,500 catalogues and datasheets, in 20 languages, the Prysmian PIM is an ever-expanding window on the Prysmian world.

It ensures completeness, consistency and accuracy of the technical and application data that we present via our web catalogues, data sheets, catalogues and distribution partners. So you can identify the best cabling solutions for your industry in an easy and effective way.

# ALL CABLES ARE NOT THE SAME

As you construct the building and cities that are shaping our world today, it's easy to assume that one cable is like any other. At Prysmian, we think differently. By investing in innovative technology that sets new standards in performance, safety, sustainability and cost-efficiency, we're helping you meet the challenges you face every day.

And we're proving that all cables are not the same.

Faults in electrical installations are the second most common cause of fires.

## The Prysmian Performance Test

THE INDUSTRY'S ONLY COMPREHENSIVE ASSESSMENT SYSTEM. WE EVALUATE CABLE SAFETY, PERFORMANCE AND USABILITY.



## AN INVESTMENT IN SAFETY INNOVATION

Almost half of fires originate inside buildings, where the increasing use of plastics has drastically reduced the average time from ignition of a fire to flashover. Safer cables can help by preventing the spread of a fire from one room to others, and produce as low amounts of opaque smoke and harmful emissions as possible. Lower emissions of acids and smoke can also help to reduce panic and physical harm to people, and are essential in aiding the location and use of emergency exits.

In response, we've introduced innovative cable, including our Afumex® and Firetuf ranges, that are proven to outperform the competition in terms of flame retardancy; low-smoke, low-halogenic and low acidic gas emissions; and circuit integrity when withstanding fire, fire ignition and lower electrical losses. And, as always, they're fully compliant with local regulations and standards.

## AN INVESTMENT IN SUPERIOR QUALITY

Although they represent only a small part of the total cost of a building, low-quality cable can prove extremely costly if it fails, causing damage to the building through fire or lack of power. So if you're looking to safeguard the value of your investment, good-quality cable is a must.

From the procurement of the raw materials we use, through every stage of production, right up to the finished product delivery, our quality assurance is second to none. So you can be certain that you're choosing a cable solution that won't ever let you down.

## AN INVESTMENT IN SAVING YOU TIME AND MONEY

Time is money. So we've invested our time in understanding how to save yours.

After working alongside and truly listening to installers and end users, we understand the importance of strippability and low friction outer materials. This is reflected in our Afumex® and PVC building wires, enabling easy installation and, in turn, offering a potential 10% cost saving. Further research and developments include solutions such as Iristech technologies, which use a quick and easy colour identification system to make cable identification simple, and installation more straightforward. Among other innovations, we also introduced Afumex® Duo – the LV Hybrid cable for individual branches. By including optical fibre, both data and power can reach homes – without any power and communication bandwidth restrictions – using a single cable.

## AN INVESTMENT IN A SUSTAINABLE FUTURE

In line with Prysmian Group's commitment to sustainability, we've also developed specific solutions for the construction industry that help you reduce your environmental impact and improve resource efficiency, without compromising on performance.

Afumex® Green, for example, was the world's first ecological cable line for use in the building industry. By replacing part of the petroleum-derived polymer with green polyethylene, a 100% renewable material obtained from sugar cane, up to 2.5 tons of carbon dioxide gas are captured and removed from the atmosphere, for each tonne of green resin produced.

# BUILDING SAFETY INTO YOUR BUSINESS

Everyone should feel responsible for and contribute towards safety, reliability and compliance.

Prysmian Group is here to support you in this endeavour, offering you access to the most technologically advanced solutions, and keeping you one step ahead of evolving and changing legislation.

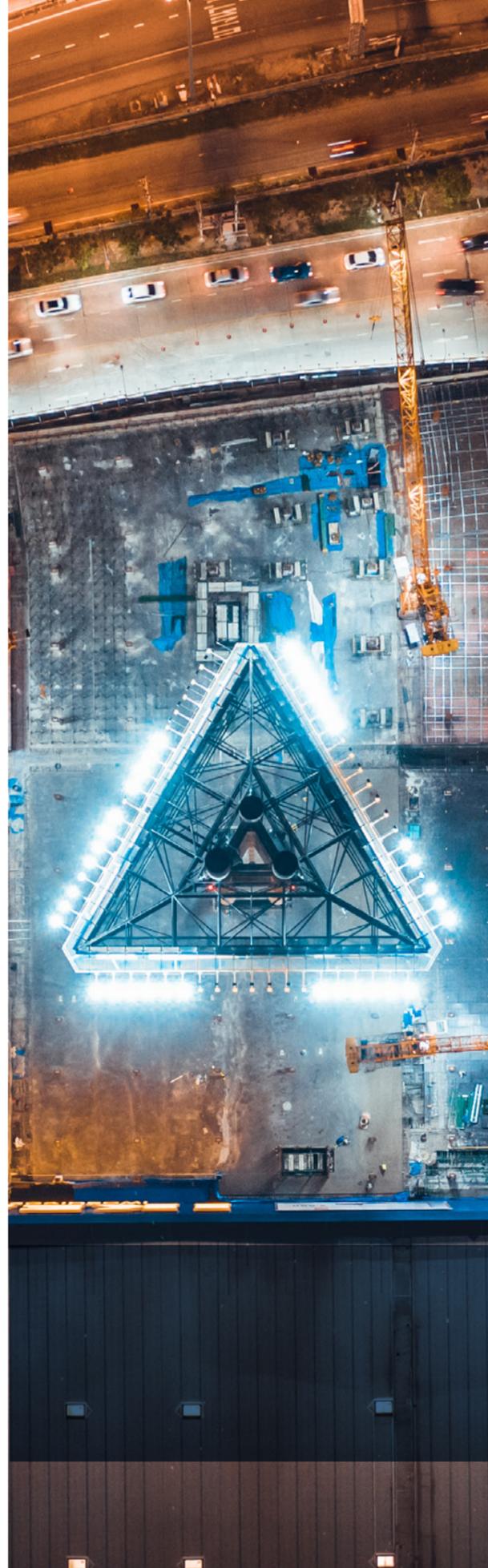
Cables provide the fundamental infrastructure of modern life. The risks surrounding misuse or misinterpretation of standards and compliance practices must be reduced to protect people's lives and wellbeing.

Enabling informed purchasing decisions, and the rigorous application of up-to-date standards is paramount for safety, reliability and fair trade. Which is why we're committed to education and the transparency of information in this field.

All of our products are developed in compliance with the most up-to-date European Construction Product Regulation (CPR) directives, which are mandatory throughout the EU.

## But we don't stop there.

- We supply reliable and competitive safety solutions that aren't limited by technology or materials.
- We communicate with end-users, opinion leaders and electrical professionals about the importance of fire safety-compliant cables for people and animals, and the importance of choosing safer cabling when designing and constructing buildings.
- We collaborate with you, ensuring that the people in your business have the appropriate level of CPR understanding. And we encourage the same understanding from our employees and our customers when it comes to the importance of CE marking products.



## SKY-HIGH SAFETY EXCELLENCE

Towering over the River Thames at a height of 310 m, The Shard is not only the tallest skyscraper in Western Europe, it's a 92-story vertical city of luxury apartments, restaurants, hotels, offices and shops.

With safety being a paramount concern, Prysmian Group was chosen as exclusive supplier of 350 km of fire-resistant high-tech cable for distributing power within this masterpiece of modern architecture.

In the event of a fire, our AFUMEX Low Smoke Zero Halogen cables limit the spread of flames, giving more time to evacuate the building and carry out emergency procedures.

# 350 km

OF AFUMEX FIRE-RESISTANT POWER CABLES



## FIGHTING FIRE AT AN ICONIC INSTITUTION

The Louvre Abu Dhabi is not only one of the most popular attractions of the Gulf area, it's the largest museum in the Arabian Peninsula. Prysmian Group has supplied over 500 km of enhanced fire-resistant cables to ensure maximum safety to visitors and protection of its priceless works of art.

FP PLUS and FP PLUS FLEX cables offer low flame spread and very low smoke and dangerous gas emissions in the event of a fire. Allowing visitors a longer period of time to evacuate, ensuring better operating conditions for emergency teams and guaranteeing a continued power supply and fire alarm system operation.

# 500 km

OF FP PLUS AND FP PLUS FLEX FIRE-RESISTANT POWER CABLES



## PROTECTION AND PERFORMANCE SCALE NEW HEIGHTS

Dominating the Dubai skyline, the Burj Khalifa boasts more than one world record: its 828 metres make it the tallest building ever constructed, and the lifts connecting its 162 floors reach unparalleled speeds (10m/sec).

The cables used in this masterpiece of engineering must deliver both safety and technological performance. Which is why Prysmian Group was chosen to supply the structure's essential electrical circuits, fire alarm systems, emergency lighting systems and lifts. In fact, the length of installed Prysmian cable is 1,300 times greater than the height of the tower itself.

# 1000+ km

OF CABLES IN ELECTRICAL CIRCUITS, FIRE ALARM SYSTEMS, EMERGENCY LIGHTING AND LIFTS

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