

Nexans launches a new packaging that uses cardboard instead of plastic and makes installation easier for residential wires

PRESS RELEASE

- Nexans announces the launch in Spain of a new packaging made with recycled materials and that uses cardboard instead of plastic.
- The new packaging is made of moisture-resistant cardboard and is intuitively designed to facilitate installation.
- This innovation has a window to control the remaining length, and a wire guide allowing to reduce the pigtail effect of cables.

Barcelona, October 23, 2023 – Nexans, a leader in the design and manufacturing of cable systems and services, announces the launch in Spain of a new packaging made with recycled materials and that uses cardboard instead of plastic.

As part of Nexans' commitment to reduce plastic packaging, Nexans residential wires will benefit from this innovation. The new packaging is made of moisture-resistant cardboard and is intuitively designed to facilitate installation.

Smart cable packaging

The new packaging is designed to make installation faster and easier. Made of recyclable heavy-duty cardboard, it is constructed to withstand rough usage and moisture.

In addition, it comes with a window on a side to view and control the remaining cable length, along with an opening to guide the wire and reduce coiling. Installers can easily block the wire, and color-coding simplifies cross-section identification. Easy stacking allows installers to pull multiple cables at the same time.

Cardboard box instead of plastic.

**Made with recycled material.
Recyclable box.**

**Possibility to connect up to 5 wires from
different boxes to save time during installation.**

**Window to control the remaining length: avoid
installing wires when the length is not sufficient.**

**Color code to identify the type of product
and the size of wires, from 1,5 to 6 mm².**

**Reduction of pigtail effect
thanks to the newly designed wire guide.**

Nexans new packaging advantages at a glance

Nexans Alsecure H07Z1-K, a low fire-hazard cable that significantly slows the spread of fires, reduces hazardous gas emissions, and facilitates evacuations by ensuring low smoke emissions, and Nexans H07V-K flexible wire – will benefit from the new packaging. Both are super-slippery flexible wires designed for usage in residential buildings, and very easy to install.

“At Nexans, we are committed to improving the sustainability of our solutions and driving more value to our partners and customers through innovation: this newly released packaging reaffirms our commitment to reducing the use of plastic in packaging while ensuring ease of use for installers,” said Joaquin Gelaberto Sancho, Iberia Sales Director at Nexans.

Nexans has placed research and innovation at the heart of its strategy for many years, and is developing solutions to make life easier for installers on the construction site: cross-section calculator (EASYCALC) available online and on Nexans APP, reel system designed to make the process of manipulating and unwinding cables safe and effortless for installers (Mobiway MOB).

About Nexans

For over a century, Nexans has played a crucial role in the electrification of the planet and is committed to electrifying the future. With approximately 28,000 people in 42 countries, the Group is paving the way to a new world of safe, sustainable and decarbonized electricity that is accessible to everyone. In 2022, Nexans generated 6.7 billion euros in standard sales. The Group is a leader in the design and manufacturing of cable systems and services across four main business areas: Power Generation & Transmission, Distribution, Usage and Industry & Solutions. Nexans was the first company in its industry to create a Foundation supporting sustainable initiatives, bringing access to energy to disadvantaged communities worldwide. The Group pledged to contribute to carbon neutrality by 2030.

Nexans. *Electrify the future.*

Nexans is listed on Euronext Paris, compartment A.
For more information, please visit www.nexans.es

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