

Nexans launches Mobiway MOB drum kit, a smart packaging solution for effortless cable transportation and installation

PRESS RELEASE

- **With its ergonomic design, Mobiway™ MOB drum kit allows for easier transportation & unwinding of cables – reducing cable installation time by half**
- **The new connected packaging solution allows installers to check the authenticity of cables and quickly access relevant product, service and support information**
- **Designed and manufactured in France, the reusable drum kit is now more sustainable with over 75% of recycled materials**

Barcelona, June 12, 2023 – [Nexans](#) launches the Mobiway MOB drum kit, an innovative connected cable transport & installation solution for medium to large-sized building projects. While traditional cable drums are bulky and unwieldy, Nexans' Mobiway MOB is designed to make the process of manipulating and unwinding cables safe and effortless for installers. As a result, the time required for cable installation could be reduced by half.

Lighter and easier to transport, the advanced Mobiway MOB will be replacing the first generation of Mobiway packaging. Thanks to the patented ergonomic design, the drum kit has become even more stable and robust, improving workplace safety and extending product lifetime on construction sites. Furthermore, the connected packaging solution allows installers to obtain all key information about the product on the spot. By simply scanning the drum kit, installers can access the product sheet, cable installation tutorials, and even check the authenticity of cables thanks to our [anti-counterfeit](#) application.

“At Nexans, we are committed to driving more value to our partners and customers through innovation, and our ambition goes well beyond cables”, says Elyette Roux, Chief Sales & Marketing, Communications Officer at Nexans. “With Mobiway range, our goal is to make installers’ work easier and safer, all while continuously improving the sustainability of our solutions”.

Nexans' new packaging solution includes 76% of recycled materials and can be reused with any Mobiway MOB compatible drum. The solution was specially designed for Nexans [Fire Safety](#) cable range, RV-K cables and bare copper.

MOBIWAY™ MOB

3 STEPS TO AN EASIER LIFE



Mobiway, the full range of [connected re-usable packaging and tooling](#) solutions

“Since the Mobiway launch in 2018, we were set to make working with cables on building sites as easy and straightforward as possible”, says Christophe Demule, Innovation Director Building at Nexans. “Based on the feedback we received from electricians in the field, we developed the Mobiway MOB and are very excited to bring this latest innovation to our customers worldwide.”

The innovative drum kit is part of the Mobiway range, a full range of connected [re-usable packaging and tooling](#) solutions.

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 around 28,000 people in 42 countries, the Group is leading the charge to the new world of electrification: safe, sustainable, renewable, decarbonized and 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, Usages 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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