SEPTEMBER 2008 ISSUE

Energy Efficient Cabling
A Smarter, Environmentally Responsible Way to Do Business

There's no doubt that the green movement is rapidly gaining momentum in new building construction. LEED standards (Leadership in Energy and Environmental Design) developed by the USGBC (US Green Building Council) continue to make headlines. For example, a recent article in the Globe & Mail highlighted the fact that Olympic buildings for the 2010 Winter Olympics in Vancouver/Whistler are LEED certified to reduce environmental impact and improve public health - both during and after the Games.

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LEED certified cable has yet to be approved, and this can create a pitfall for any engineer wanting to specify green cabling (unheard of in the past) for a future construction project. Indeed, we have seen many examples of existing cable standards being specified for future construction that simply won't meet the explosive demand for bandwidth and future energy management.

So as we continue to listen to your needs, we'd like to share some of our principles for environmental responsibility that may help you in your planning.

First and foremost is the idea that simply pulling more cable is no longer the answer. For too long the industry has managed the increased information demands and system modifications by doing just that – adding cable on top of cable. So much so that there are now significant environmental risks and removal hazards in buildings that have failed to include a long-term installation and removal plan. Our goal in new cable design is for greater efficiency with less cable.

In other words, it's about extending the life of the cable you pull. This may include high technology hybrid cables that take advantage of the decreasing cost of fibre optics. Or our ability to produce efficient thinner cables on shorter production runs. As energy and information technology demands continue to rise, the cost premiums of green buildings are rapidly declining - just as customer demands for improved work environments are accelerating.

The time has come to work together to consider the long-term requirements in choosing the most efficient cabling solution.

Site-Specific Cable: The Way of the Future

In the past, customization on anything meant a premium price tag. And it was virtually unheard of in a "commodity-driven" business like electronic cabling.

But thanks to innovation, improved high-efficiency manufacturing processes, shorter minimum runs and customer-driven long-term planning, a knowledgeable partner like Cerco can help you achieve a new level of site-specific cable planning.

Think about some of the green challenges you face. New building construction costs continue to rise while governments – driven by the huge expenditures of energy in commercial buildings and a growing consumer demand for healthier internal working environments - are legislating stricter controls.

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An efficient plan needs to address all aspects of energy consumption associated with cable installation. It needs to consider the long-term manpower costs associated with installing and removing cable for a system – sometimes several times over a building's lifetime. It needs to consider the impact of leaving old, unused cable in a building rather than removing it and having it recycled. It must factor in the energy used to produce, transport and distribute the cable. While we have all seen low cost imports, one needs to consider the negative impact of transporting a product from overseas. A plan needs to consider the cost of wasted energy associated with improper installation and poor cable selection.

Solutions are available for those prioritizing green cable management as a smart way to do business. Proper cable specification, hybrid cables, fibre optics, planning for future system requirements, a removal protocol, buying locally made products, and paying close attention to the logistics in delivering your cable are just a few green alternatives that lower your environmental footprint and in the long run save you money.

Cerco can assist you in developing a sound cabling plan that emphasizes environmental principles. Next generation cables adhere to the highest standards of twists per foot, diameter, impedance and capacitance. And they take a lot less space. Moreover, site-specific specialty cabling solutions that can both maximize efficiency and provide for future needs are becoming the industry standard.

Let Cerco Manage Your Green Monster

Backed by 30 years of industry experience, Cerco Cable has grown by listening to the needs of our customers and providing cable that addresses those needs.

Today we are all faced with intense pressure to tackle green construction initiatives that are being encouraged by LEED programs, legislated by governments, and more importantly demanded by everyday users of commercial space.

Historically, the costs of a "green" building outweighed the apparent benefits – specifically lease rates and bottom line profit. More and more evidence is coming to the fore that in fact, green building can both raise potential asking prices for lease rates and improve bottom line profits.

We are now all part of a global movement to green a society that is "always on." Cerco has the experience, the desire and the innovative ability to assist you in developing a greener cabling plan.

Let Cerco show you how modern, high efficiency cabling designed specifically for your needs is a better alternative for your business.

Should you have any questions or comments regarding this article, please call your Cerco Cable representative at 1-800-361-5961.