



The value of a cable advisor Getting it right before it goes wrong.

Much has changed in the last few months and most of it is for the better. Things are picking up everywhere and this is good news for our industry. But builders and developers are still proceeding with caution, and for good reason.

Some installers have learned the hard way that trying to cut corners by sourcing cable solely on the basis of price can sting you in the end. With the prospects of inflation, higher borrowing and labour costs and stricter environmental regulations on the horizon – there is an even greater need to ensure you make the right choice the first time around. Unfortunately there are no shortcuts when it comes to cable and as the old saying goes - if the price sounds too good to be true then it probably is.

That can be difficult for both specifying engineers and installers at a time when new technologies, regulatory controls and cheap equivalents are constantly being introduced – often driven by offshore competition.

In these changing times, you need a cable distributor who is much more than a commodity cable supplier. You need them to be your product information advisor. One who understands the demands you face every day and one you can trust to provide the right product and service for your application, while meeting budget, building code and quality standards – both now and for the future.

Green Cost Cutting: Five Ways to Get Lean Now

Click here to read an early release from Andrew Winston's new book Green Recovery – Get Lean, Get Smart & Emerge from the Downturn on Top

What's the impact of LEED and RoHS Compliance?

With high profile events like the 2010 Vancouver Olympics, LEED (Leadership in Energy & Environmental Design) is emerging as a major green building rating system for many new building designers and developers in North America – including when it comes to cabling.

The LEED certification process, which uses a point system to declare new buildings as “environmentally friendly,” is something we should all be thinking of in our future planning - particularly since LEED now does allow “[pilot](#)” credits for certain types of cable products.

Another emerging and important development is the move to [RoHS](#) (Restriction of Hazardous Substances) compliance. Although it is not currently recognized as a benefit or requirement of the LEED certification process, responsible cable manufacturers and distributors have adopted this protocol because they recognize the environmental benefits and because it's just the right thing to do.

How Hunt Electric got it right for their customer the first time.

Here's a real-life example of how a trusted cable advisor can add real value by asking the right questions before proposing a solution.

We recently had a request from Hunt Electric, one of our longtime cable installation customers. The top line project specs called for a specific cable - 24 gauge, 1-pair, foil & braid shielded low capacitance with a maximum impedance of 120 ohms. The initial



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quote came in at \$1.80/metre – an expensive proposition considering this job also required a complex and expensive installation process.

Their question was simple – as their distributor, could we do better?

We immediately went to work and quickly found what seemed to be an equivalent cable at less than half the price. But before presenting this low cost alternative, we double-checked all the detailed specs with the manufacturer. The cheaper alternative was almost identical – except that the maximum impedance was only 100 ohms. We presented this information to Pat Hunt, who didn't want to take any chances and decided he needed a cable that met the exact performance specifications.

This particular installation was quite labour intensive and required their installers to work on lift trucks thirty feet in the air, so they really couldn't afford to make a mistake on cable selection.

***“Cercos always strives to ensure that the cable we purchase is going to perform the way it's supposed to, which provides us with a lot of peace of mind.”
- Pat Hunt of Hunt Electric.***

Thanks to Cerco's knowledge and supply chain expertise, we were able to deliver the specified cable at a savings of .40/meter. Simply by doing our homework, we saved the customer \$1262.70 on cable costs alone. A nice piece of change – but peanuts compared to what it might have cost in liability or re-installation costs had we simply provided a “near equivalent” product based on price. Something that happens all too often in our industry.

Estimates to remove and re-install cable on this particular job were in excess of \$40,000 had a price-driven, cable selection error been made. But this doesn't factor in the incremental losses in system performance which could have gone undetected. This begs the question - how many kilowatts of power are lost annually due to poorly selected cable that is not doing what it was intended to do? It is not wise to pay too much, but it is worse to pay too little when the thing you bought is incapable of doing the things it was meant to do.

Remember, at Cerco Cable we make sure you get what you want, but more importantly, what you need.

Introducing Lifeline™. Keeping you at the forefront of cabling technology.

Sometimes people look at the big picture yet miss the critical details.

Protecting circuit integrity as part of your fire protection system is one of those critical details. How effective will your fire alarm and life support systems be at saving lives and company data if the cable connecting them goes up in smoke first?

That doesn't have to happen if you are using Lifeline – a new line of ceramified cable products that we now offer. It gives your systems a ULC S139 fire rating – the new Canadian standard for fire resistant cable. That means you'll have two hours of protection. Enough time to save lives, secure critical data and protect the integrity of critical applications such as fire detection systems, emergency power, fire pumps, elevators, ventilation, exhaust, lighting and notification systems.

How does it work? The patented cable is coated with a silicone material that becomes a hardened, fire-resistant ceramic when exposed to fire. Instant hardened protection for that critical 2-hour window in emergency situations.



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“Just as our flagship AT-HOM 29 cable revolutionized cabling standards for building controls, we believe Lifeline is a game changer in terms of saving lives, money and time – three criteria at the top of our customers’ priority list.”
- Philippe Cormier

Lifeline Cable saves you in more ways than one.

All you have to do is look at installation labour costs for Lifeline versus traditional mineral insulated (MI) cable (up to 40% savings.) Lifeline is installer friendly and terminates easily, offers long runs and is pliable and easy to work with. It pulls in conduit just like conventional cable.



Philippe Cormier,
Cable Advisor, Cerco Cable

We’re always pulling for you

Quality always starts by asking the right questions so don’t hesitate to give us a call to discuss your next project. We know what questions to ask and we’ve always been ahead of the curve when it comes to defining, sourcing and promoting the products that will protect your reputation, save you time and help you grow your business.

“On average, the product cost represents just 40% of your Total Procurement Cost. The other 60% comes down to how you procure product in the first place.”

(Gartner Group)

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