

Press Release

Prysmian Introduces Security Identification & Collection System for Cable Drums

Sydney, 21 June 2010. Prysmian Telecom Cables & Systems Australia Pty Ltd has implemented new security measures designed to safeguard cable drums and ensure their return after use. Cable drums, both steel and timber, supplied by Prysmian are assets that remain the property of Prysmian at all times and securing their return ensures that costs can be contained and helps conserve valuable resources.

The new asset identification system from DataDot Technology (Australia) Pty Ltd, whose Australian clients include BMW, Subaru, Ford Performance Vehicles, Audi and Holden Special Vehicles is being applied to all cable drums and cannot be seen by the naked eye. The drums are sprayed with micro dots contained in a clear solution and many hundreds are effectively applied to each drum. The unique micro dot code, which requires a UV light/scope to be seen, is registered on a national database for access by law enforcement agencies providing irrefutable proof of ownership.



A national drum collection service has also been established which can be accessed by a toll free telephone number. CEVA Logistics Australia, as Prysmian's transport service partner, is the only company authorized to collect empty cable drums. A suitable time for collection can be arranged by contacting them on the toll free telephone number which can be found on the identifying label (example above) applied to each drum.

To arrange for collection of empty cable drums, please call **1800 334 091**

Prysmian Cables & Systems

Prysmian Cables & Systems manufactures a full range of Energy and Telecommunications cables at sites in Liverpool and Dee Why, New South Wales. Australian manufacturing facilities are also complemented with the production and technical capabilities of affiliate factories located within the Asia Pacific region and the Prysmian Cables & Systems Group worldwide. A leading player in the industry of high-tech cables and systems for energy and telecommunications, the Prysmian Group is a truly global business with more than Euro 3.7 million in sales in 2009 and a strong position in higher value-added market segments. With its two businesses, Energy Cables & Systems (submarine and underground cables for power transmission and distribution, for industrial applications and for the distribution of electricity to residential and non-residential buildings) and Telecom Cables & Systems (optical cables and fibres and copper cables for video, data and voice transmission), Prysmian boasts a global presence with subsidiaries in 39 countries, 56 plants in 24 countries, 7 Research & Development Centres in Europe, USA and South America, and around 12,000 employees. Also specialising in the development of products and systems designed to meet specific client requirements, Prysmian's key strengths include: a focus on Research & Development, the capacity to innovate products and production processes, and the use of advanced proprietary technologies. Prysmian is listed on the Milan Stock Exchange in the Blue Chip index.

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