



For Immediate Release

Press Release

Powercom Adopts Cabling Installation System New Installation Practices Required to Support Higher Bandwidth Cabling

New Rochelle, NY, May 16, 2006 – Powercom, a leading cabling installation contractor and technology integrator, today announced that it will use The Beast™ Cabling Installation System (CIS) for all projects. Adopting the new installation method represents a strategic move to remain the market leader for design, installation and maintenance of structured cabling systems for customers in New York, New Jersey, Connecticut and nationwide.

Increasing use of higher speed cabling is dictating a new approach for cabling installation because not all practices that worked for previous generation cabling are working as well today. For example, a kink in a category 5 cable could be straightened out and the cable would pass. That same kink in a category 6 cable is more likely to cause a failure or marginal pass, a problem that only promises to become magnified as installation of augmented category 6 cable becomes more common. Using The Beast™, Powercom expects to eliminate kinks, binding, twisting, jacket burns and other issues that can impact the cabling installation process.

“On one hand, we are dealing with higher speed cable that requires more care in the installation process. On the other, we can’t sacrifice quality and efficiency of our work. It became obvious that our methods had to change to ensure that we continue to provide the best service to our customers. The Beast provides us with a system for trouble-free installation of these next generation cables,” said Hal Kern, vice president of Powercom.

By implementing the new CIS across the company, Powercom expects to improve the quality, efficiency and consistency of cabling installation work for all jobs. At the same time, Powercom customers receive a more reliable cabling infrastructure with a longer useful service life and improved return on investment.

“If you increase your quality and efficiency, you are going to be more successful and deliver a better solution for your customers,” said Kern. “We have always been a company that invests heavily in training, tools and equipment. When you have a system that makes it easier to install cable properly, consistently and with fewer errors, we are going to adopt it quickly into our practices,” he said.

While the new CIS promises to save time on each job and promote uniform quality, the new system will also help reduce the amount of cable wasted on each job. For Powercom, less waste and reduced man-hours translate into increased margins.

“It is natural for installers to take the conservative approach to pulling cable. They would rather be a mile too long than an inch too short,” said Kern. “Because installers now meter every cable off the reel, they will send a lot less cable to the dumpster,” he said.



About Powercom

Powercom is a leading provider of technology integration services that combines structured cabling, networking, electronic security and telephone systems into seamless solutions. Since 1992, Powercom has helped clients design, install and maintain their entire technology infrastructure. Regardless of size, scope or complexity, Powercom's experienced staff meets any organization's needs, whether it is a single site or national rollout.

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