

panorama

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Heinen & Hopman Engineering**



**Modular solutions for total
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Core competencies strengthened and expanded

Dear Reader,

An overall very difficult business year is drawing to a close. The recessionary environment has been a hard trial for Daetwyler Cables' new strategy as total-solution provider for electrical building infrastructure. We have suffered setbacks in some markets, but fortunately were able to offset these with advances on other fronts. Our decentralised distribution, engineering, and service approaches, and the resulting synergy with you, our customers, proved highly advantageous.

Through an acquisition in engineering and services in April 2009, we have further reinforced our core competencies and expanded them with new elements. Daetwyler Cables is now in a position to offer you comprehensive global engineering and services, and to provide turnkey passive networks wherever required. Once your network is in service, we can now support you better by providing professional life-cycle management (add/moves/changes). We offer this in collaboration with our worldwide network of certified Daetwyler Partners. This service is particularly important for multinationals and national companies with multiple locations.

Daetwyler Cables has also seen further growth in the FTTH (Fibre to the Home) market, and now offers a complete portfolio of FTTH products and services. These range from business modelling, to network design, to installation and maintenance. Integration of the active equipment is done in collaboration with reputable system partners.

As you will see, in this issue of "Panorama Cables" we have made significant progress with many of our products and systems. A prime example is our total-solution range for building automation.

I trust you will enjoy reading this issue, and hope that rather than seeing stock prices fall, we will enjoy the falling of leaves from the trees.

With kind regards,

*Johannes Müller
Executive Vice President
Member of the Executive Board*

Future-oriented network for Heinen & Hopman Engineering



At its new head office in Haarbrug-Noord the Dutch air-conditioning specialist Heinen & Hopman Engineering B.V. installed a flexible, future-ready communication network by Daetwyler Cables.

Heinen & Hopman Engineering – specialist in the design, development, production, and installation of air-conditioning systems for over 40 years – recently moved into an impressive modern office building in Haarbrug-Noord industrial zone. The company chose a Category 6A infrastructure for the communication network in its new headquarters. The high-end cabling and system components of the passive network were supplied by Daetwyler Cables' Dutch partner RedLink B.V., based in Bunschoten-Spakenburg. The modern infrastructure solution was installed by Van den Hoogen

Engineering, a specialist for data-network solutions also located in Bunschoten-Spakenburg.

"At its new head office Heinen & Hopman wanted a state-of-the-art network infrastructure that offers flexibility for the future. In view of rapidly evolving software and the expected growth of data traffic, the network should also be able to transfer all data and applications efficiently and at high speed", tells project leader Bernd Nijenhuis.

The project team selected RedLink to supply the network infrastructure for data and voice transfer. To meet today's latest standards while anticipating tomorrow's demands, shielded Category 7 cables and Category 6A components by Daetwyler Cables were used.

Data, voice, multimedia

In the offices and production areas Van den Hoogen Engineering installed a 750-link structured network in copper and fibre optic cable. This high-performance infrastructure is flexible and is also designed to support the future growth of the company. With this new network Heinen & Hopman can reliably transfer not only data and voice signals, but also multimedia applications such as television, radio, and voice over IP.

ICT availability and performance are vital for an internationally active company like Heinen & Hopman, so 1-gigabit network links and separate lines for IP telephony were installed for the 45 CAD engineers. The other 120 workstations are each equipped with a combined 100-megabit connection.



From left: Bernd Nijenhuis, project leader, Van den Hoogen Engineering, Reinier van Schaik, Engineer and IT Manager, Heinen & Hopman Engineering and Jeroen de Graaf, Sales Director, RedLink



Daetwyler Cables provided Heinen & Hopman a 20-year unilan® system guarantee through its partner RedLink. This covers the entire network – both the installed materials and the installation technology.

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All telephones are powered over the LAN network (power over Ethernet, PoE), so separate power supplies are unnecessary.

Qualified consulting

The data storage, server, and technical rooms are equipped with a 10-gigabit fibre optic network. Reinier van Schaik, IT Manager at Heinen & Hopman, explains: "The first thing we did was gain an overview of the products available on the market. We saw that Daetwyler Cables offers a very good range, which was also highly recommended by our partners. The clincher for us was the great expertise of RedLink B.V." Reinier van Schaik also praised the rapid delivery: "We had all materials on site within a matter of days."

The server room contains three patch racks, one for each floor. The patch panels are at the top of the cabinets and the switches at the bottom. Patch cords are different colours – green for telephony, orange for switch links, etc. – which makes the patching schedule very clear. Next to the patch racks are three interlinked server racks with the hardware for all ICT applications. These have a 40-KVA UPS (uninterrupted power supply) and are cooled by two air-conditioning units that supply cool air through the raised-floor cavity.

Ready for the future

"With this installation we are perfectly prepared for the future", boasts van Schaik. That includes any conceivable expansion of the ICT system: "We can add servers, and our patch panels have plenty of capacity for more connections."

Party school in Hangzhou

In the sub-provincial city of Hangzhou, capital of Zhejiang province, the local committee of the Communist Party of China has built a new training facility. The campus is situated in the West Lake (Xihu) district, covers 15 square kilometres, and cost around 470 million renminbi (48 million euros). Many of the campus buildings – including academic buildings, a data centre, a library, and an infirmary – are equipped with the best hardware and software available in the country.

Shielded and unshielded unilan® Category 6 cabling solutions by Daetwyler Cables were used for the network infrastructure. By collaborating smoothly with the Hangzhou sub-provincial committee, Daetwyler Cables+Systems (Shanghai) Co. Ltd again proved the outstanding quality of its solutions and services.



Party school campus in Hangzhou, People's Republic of China

High-performance communication infrastructure for SFS services AG

For cabling in its new building, SFS services AG chose proven system solutions by Daetwyler Cables. The new infrastructure provides high data security and flexibility for the future.

SFS services AG is a central service company that supports the SFS Group and its operating companies. Because of the rapid growth of SFS services, in summer 2007 the group decided to gather its 180-some employees in Heerbrugg, Switzerland beneath one roof. The new building was also planned to provide space for future growth of the SFS Group. By building a second data centre the company aimed to expand storage capacity, improve data security, and enhance the availability of business-critical applications.

The building was commissioned at the end of March 2009. The office area is equipped with a modern and efficient communication infrastructure for telephony and all IT applications. The network links not only PCs, but also fax machines, copiers, and printers. The data centre, designed for a capacity of 300 kilowatts (kW), houses several high-availability storage area networks (SANs) over 150 square metres. The hardware components are linked with high-speed copper and fibre optic cable.

Two-stage fibre optic distributor

System solutions in copper and optical fibre

The SFS project team chose cabling systems by Daetwyler Cables for both systems, specifically a unilan® Modular Solution (MS) with uninet® 7702 Category 7 cable and MS RJ45 connector technology. Links to and within the two data centres were executed in optoversal® fibre optic cable. Daetwyler Cables delivered these links in a pre-terminated format with factory-assembled LC duplex connectors and a two-stage fibre optic distribution concept.

"Our LAN infrastructure has only one central distribution rack in the basement, from which copper cable runs through service shafts directly to the office areas. This eliminates the need for floor distribution racks", explains Pascal Benz, Project Head at SFS services AG. Viewed over a service life of 15 years or more, "this structure costs less than an alternative with sub-distribution racks."



Strong arguments

The LAN project team comprised the electrical planner Carl Keel, the project leader of the Heerbrugg-based engineering office Projekt AG, the technical service team, the IT head, and the project leader. The team initially received a proposal that included far more fibre optic connections, but Benz explains that the copper system provides such high reserves that it meets the bandwidth demands even including future growth: "With optical fibre in the central distribution racks, we would have had a very dense mass of connectors, which would make changing patch cords unnecessarily difficult."

Daetwyler Cables solutions were chosen mainly "because they give us great data security, high capacity for future bit rates and applications, as well as a 20-year system guarantee," says Werner Niederer, team leader for electrical building infrastructure at SFS intec. The group had previously completed other projects with systems by Daetwyler Cables and was well satisfied with the quality of the products and the project support. Besides competitive pricing, these are "simply strong arguments".

Fast and neat installation

The St. Gallen firm Huber+Monsch AG handled the installation. By March 2009 the installation team led by Roger Städler had installed some 80 kilometres of copper cable, 2400 MS modules, numerous fibre optic links in the office area, another 500 copper links in the data centre, and numerous patch cords in copper and fibre optic cable. To connect the fibre optic cables the installation team made full use of the advantages of the new Daetwyler Cables distribution concept – high-fibre-count, pre-harnessed, factory-bundled cables fixed to several tubes, each with four bundles of 12, fitted with distribution heads. This concept saves space and is orderly and swift to install. "The installation was very precise and neat", says Armin Gwerder, data centre general planner and CEO of the Zurich-based divtech GmbH.

The installation work was completed ahead of schedule, tells Pascal Benz: "It was incredible how fast the sea of cable disappeared". Once all links were measured and certified, the entire network was enabled in plenty of time for the move. SFS services is also satisfied with the total cost. With good project management and favourable market conditions, the overall project was completed at five to ten percent below budget.



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Current projects – in brief

Switzerland: Finnova AG

Finnova AG Bankware is one of the largest developers of bank software in Switzerland. At its new headquarters in Lenzburg the company installed a high-performance communication network by Daetwyler Cables. The network consists of a unilan® Prime Solution with PS GG45 Category 7A connector technology for each floor and pre-assembled fibre optic cables for the backbone. Fibre optic products by Daetwyler Cables were also used for cabling in the server rooms of this software development specialist. The new network promises Finnova AG performance of the highest level in software development as well as long service life and future flexibility.



www.daetwyler-cables.com » **Company** » **References**

Italy: UBI Banca

UBI Banca (Unione di Banche Italiane), with headquarters in Bergamo, Italy, is one of the country's most important financial services organisations. In its service centre and its 1964 branch offices throughout the country, the company relies on Category 6 and Category 5e unilan® Keystone solutions by Daetwyler Cables. In close collaboration between Daetwyler Cables and Site S.p.A., the local system integrator, over 800 kilometres of uninet® cable and some 26 000 outlets are currently being installed. The materials are being delivered by Daetwyler Cables' primary Italian distributor EDSLan S.p.A.



Safety cabling for O₂ World in Berlin



In September 2008 one of the most modern multi-purpose arenas in Europe opened – O₂ World in Berlin. The safety systems for the facility are powered using proven extended-integrity cabling and components by Daetwyler Cables.

With an area of 60000 square metres and seating and standing capacity for 17000 guests, O₂ World in Berlin is the largest event arena in the German capital. In addition to concerts, the multifunctional arena is used mainly for sporting events, including home games of the Eisbären Berlin (ice hockey) and ALBA Berlin (basketball). Developer and financier of O₂ World is the Anschutz Entertainment Group, which operates and markets stadiums, arenas, and theatres worldwide.

Large public facilities such as this must meet extremely high safety standards. Fire-protection systems play a central role, and at O₂ World these were designed and installed by the engineering office hhpberlin. The emergency power supply is provided by a high-capacity battery array and two large diesel generators in parallel. Together, these supply the emergency lighting, elevators, air expulsion, and smoke extrac-

tion systems. To ensure that the safety systems will function reliably in the case of fire, they are powered using tested extended-integrity cables by Daetwyler Cables (E30, E90).

40 kilometres of safety cable

Two companies handled installation of the safety cabling: Wahlen & Schabbach Elektroinstallations GmbH in Weiskirchen and Elektro Volkmann in Zehdenick. Between October 2007 and July 2008 these two contractors installed some 40 kilometres of ceramic-insulated cable from Daetwyler Cables' pyrosys® line.

During this phase Wahlen & Schabbach alone used 35 kilometres of pyrofil® safety cable for power supply for the emergency lighting system, fire-alarm systems, sprinklers, and the extinguishing-water system. Nearly 3 000 Hermann clamps were used, as well as numerous SAS single clamps, Type B strap clamps, and special plugs that were also tested for extended integrity. The site manager reports that "the ceramic-insulated material is easy to work with on site. A great advantage of pyrosys® is that it allows much longer distances between fixtures than standard cable".

Successful trade-fair exhibits

In recent months Daetwyler Cables has successfully used trade-fair exhibitions in Göteborg, Basel, and Utrecht as platforms to present its latest developments and expanded solutions portfolio to partners, clients, and designers.

"Elfack" took place at Göteborg, Sweden early in May. It is one of the country's most important trade fairs for electrical engineering, as is "Elektrotechnik" in Holland, which ended on October 2 in Utrecht. Daetwyler Cables, along with its partners, was at both events, presenting new products and solutions.



"ineltc", held in Basel early in September, was the most successful fair for Daetwyler Cables. The home-territory stand focused on integrated total solutions for FTTH applications and electrical infrastructure for office buildings. The offerings for office applications included WLAN products, new solutions for intelligent building automation with KNX, and high-performance unilan® systems with future flexibility. The Fibre to the Home portfolio included pre-harnessed complete systems for access and in-house cabling applications, which Daetwyler Cables offers along with highly specialised services, including consulting and engineering.

The new strategic alignment and the greatly expanded range of solutions drew many "old friends" as well as new clients to Daetwyler Cables' ineltc stand. One out of every eight visitors was a new contact.



Strong partnership

"We've been in the market for nearly 40 years, and our reliable performance has earned us a good reputation amongst our customers", explains the procurement head at Wahlen & Schabbach. "According to our policy to use brand-name products only, Daetwyler Cables has been our first choice for safety cabling since the Eighties because the company is both the market leader and the innovation leader in this field. And Daetwyler Cables has always been very consistent". In this project it was proved once again that "Daetwyler Cables is a strong partner. That includes quality of the materials, comprehensive test certificates, availability and prompt delivery, and competent people who know what they're talking about – exactly what we need to perform well on site".



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Modular solutions for total building automation

Intelligent building automation has become an integral part of the electrical infrastructure in many types of modern buildings. To offer its customers total system solutions in this field, Daetwyler Cables is continuously expanding and developing its product portfolio and consulting know-how.

Whether in office buildings, sports arenas, hotels, or shopping centres, modern buildings require durable and modular infrastructure solutions. In particular, infrastructure solutions need to be fully integrated, enabling elevated economic and energy efficiency. Infrastructure must also be flexible and expandable, thus meeting evolving user requirements over the long-term.

intelligent shading, and responsive lighting, can provide the greatest energy savings over the lifetime of the building. With intelligent products for building automation and infrastructure systems, Daetwyler Cables sustainably supports this strategy. Modern solutions in communication and safety technology provide many opportunities to dramatically reduce the energy costs of commercial buildings.



Office buildings



Hospitals



Shopping centres



Event arenas

Keywords for the providers of such systems are "total cost of ownership" (TCO) and "customer advantage", and this is exactly why Daetwyler Cables considers itself a specialist for designing and building commercial buildings. The expertise gained over many years in the fields of communication, safety, elevators, and building automation is used to benefit customers already in the design phase of a project. With this support, customers can not only reduce cabling and energy costs, but can significantly increase the flexibility and efficiency of the electrical building infrastructure.

Energy-efficient solutions

Designing energy-efficient buildings today requires more than the implementation of individual building systems. Only an integrated systems approach to the architecture, together with optimised air-conditioning,

Daetwyler Cables' continuously growing product range for building automation includes state-of-the-art infrastructure based on the KNX standard. The portfolio ranges from bespoke, pre-configured, plug-and-play solutions for individual systems to total solutions for centralised building automation. To meet specific customer requirements, Daetwyler Cables offers a portfolio of modular and combinable products. In combination with ecobus® flat-form cable for power and data transmission, the modern system components cover the entire demands for intelligent building automation.

Systems for decentralised and centralised integration

"ECO-B" (b as in box) is Daetwyler Cables' plug-and-play installation box, for flush mounting into ceilings



Plug-and play installation box for recessed mounting in ceilings or raised floors in decentralised systems

or raised floors. It is pre-configured and then delivered according to customers specific requirements. In addition to intelligent sensor inputs and switching functionality, this solution integrates modern DALI applications and EnOcean devices with battery-free radio sensors. "ECO-D" (decentralised) is a broad portfolio of ultra-flat devices that can be adapted directly with pre-harnessed ecobus® cables in decentralised installations. These include actuators for lighting (switching, dimming) and shading as well as EnOcean radio transmission.

The "ECO-C" (centralised) product range includes basic and system equipment for centralised installations. This includes power supplies, programming interfaces, line couplers, and products for mounting into utility shafts (distributors) such as multiple inputs, outlets, and dimmers for optimising energy consumption of lighting. ecobus® flat-form cables for power and data transmission are suitable for DALI applications. Plug-and-play wiring for light fixtures ensure smooth and reliable installations.

Highly flexible room solutions

"ECO-E" stands for "economical". This is a range of highly functional products that are easy to integrate in semi-centralised room solutions, i.e. in hotels, hospitals, or office buildings. With innovative functions, even a small number of these products can produce highly flexible solutions. Examples of ECO-E products are a touch-panel with IR receiver, an integrated thermostat with four inputs for conventional switches or window contacts, and an air-conditioning controller with IR transmitter, with the ability to control any of 300 different air-conditioning units by various manufacturers.

Providing consulting, tools, and documentation, Daetwyler Cables can support customers in every building-infrastructure project that incorporates these solutions – from design and planning to installation and support.

Reducing costs with smart metering

These first four product groups are available in Switzerland, and will be launched in Germany and Austria early next year. The portfolio is being expanded with solutions for continuous monitoring, control, and optimisation of power consumption (smart metering). Only in this way can customers keep their costs literally under control.



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Modular program for cost-optimised system integration

<p>ECO-B System Products for decentralised modular integration</p>	
<p>ECO-C System Products for centralised and clearly organised integration</p>	
<p>ECO-D System Products for rapid decentralised integration</p>	
<p>ECO-E System Products for simple and cost-effective integration</p>	



Strategic aspects of FTTH projects

With Daetwyler Cables' extended strategy to develop and provide total solutions for the electrical infrastructure inside and outside of buildings, Fibre to the Home (FTTH) has become a new strategic business area.

"Fibre to the Home" describes the physical fibre optic link from wide-area telecommunication networks to the private residence. These links enable telecom and TV services to be delivered with very high bandwidth. FTTH has been described as the "final infrastructure revolution" in the telecom industry, as transmission media further advanced than fibre optics are currently inconceivable.

With its fibre optics product suite, Daetwyler Cables is ideally positioned in Switzerland with local offices and distribution facilities in many other countries. Complete system solutions are offered for passive FTTH networks, providing state-of-the-art network access and in-house applications. With proven partnerships and extensive knowledge in the telecom and service environments, Daetwyler Cables provides professional support from project planning to the installation and maintenance support of passive fibre optic networks.

Technology is only one aspect

In many regions, the local utility companies are the driving force regarding infrastructure. With existing and legacy networks already in place, they are ideally positioned to provide fibre optic cabling to private and commercial sites.

FTTH projects are generally assessed in terms of technical performance – and rightly so. However, the strategic core elements of FTTH include many aspects that should be considered before technical issues are tackled. For instance, a sound business model should include an analysis of all involved parties. The issues that arise in this context range from the passive network infrastructure to the end users who will receive telecoms services via the FTTH network.



The primary strategic elements of an FTTH project are:

- Market strategy / targets
- Telecom service provider
- End users
- Competition at Layer 2 and/or Layer 1
- Costs
- Existing infrastructure
- Infrastructure competitors
- Site ownership / building access
- Available knowledge, resources, and organisation

Skilled network planning

Let's consider capital expenditure as an example. FTTH networks are not the ordinary type of business project, but rather a long-term investment in to infrastructure that will provide an ROI within 10 to 20 years.

To minimise the capital expenditure, skilled network planning is essential. This includes the use of technical innovations that simplify or eliminate expensive working procedures. Examples of such innovations are the use of compact special cables for installation into existing conduit, pre-harnessed products, innovative distribution concepts, and fibres and cables optimally designed for flexible installations.

Before the FTTH network is installed, the infrastructure provider should contact the local telecoms service providers. As potential customers, they may be able to provide value-adding services through the network. Another element to be considered is the future acquisition or change of use of a site or building. The fibre optic cabling should extend not only to the building entry point (BEP) but to specific locations where direct services could be required in the future. Only in this way can realistic customer growth be achieved.

Bandwidth demand is continually increasing

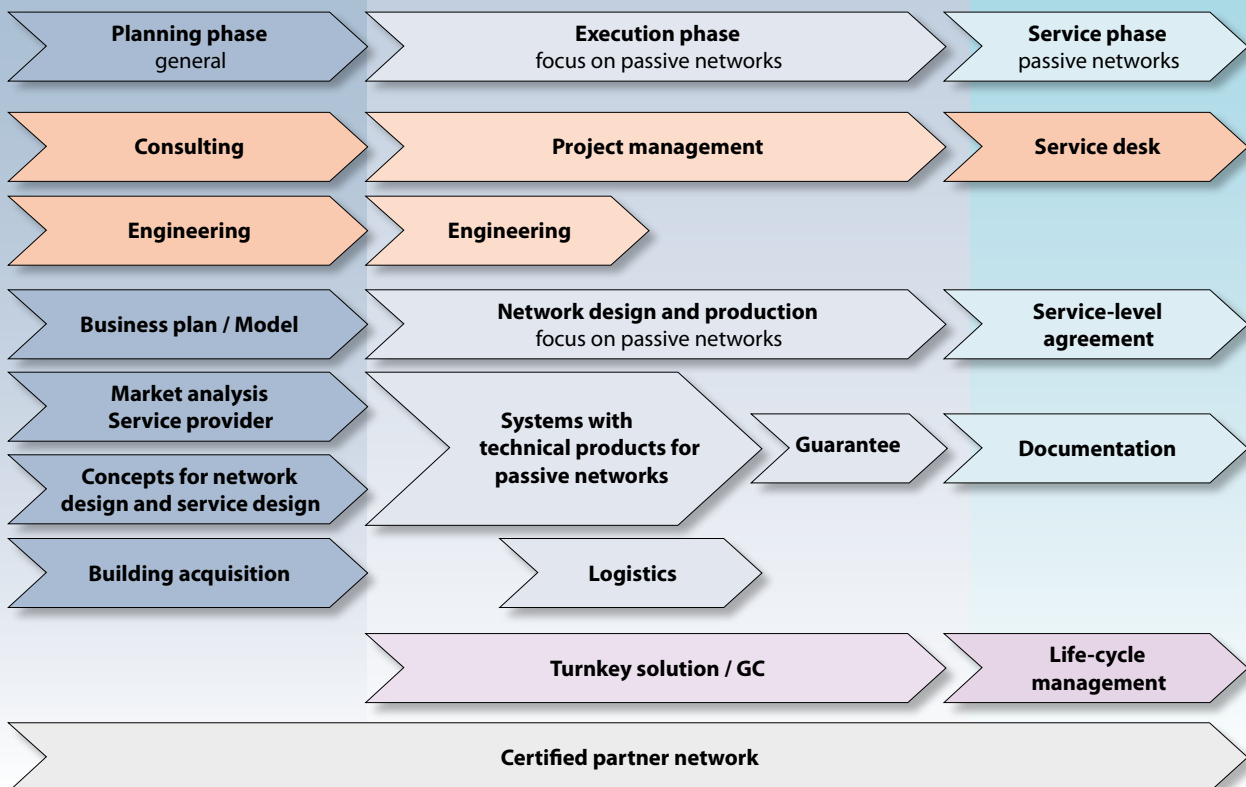
For end users, the integration of telephony, internet services, and digital television is only the beginning. There is great innovation potential for value-added services. Whatever these services in the future may be, one thing is clear: An explosion in bandwidth demand is on its way. Very soon, fibre optics will be the only way to meet this need.

Daetwyler Cables can make an important contribution here, as an innovative provider of FTTH total solutions, and with the proven consulting know-how for passive networks – from business planning to turnkey project realization, the latter in close collaboration with a skilled partner network.



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FTTH products and services of Daetwyler Cables





Maagtechnic with diversified material competence

www.maagtechnic.ch

The Daetwyler Company Maagtechnic is a leading commercial, manufacturing, and service company for technical industrial components. Collaborating with customers as a development partner, Maagtechnic effectively and successfully contributes their broad material expertise in rubber and plastics.

A current example is a new seal for a medical diagnostics instrument. To improve quality and reduce production costs, the instrument manufacturer sought a solution for vulcanising a rubber seal directly to a stainless-steel component. Because of the small dimensions and minimal tolerances, the design of the vulcanising mould presented a great challenge. Maagtechnic developed the technology for the central gating and refined it together with the mould making department. This technique eliminates the need for post-processing the seals. Due to Maagtechnic's solution, the customer has reduced production costs and is now launching its diagnostics instrument on the market with advanced technology and higher quality.

First sustainability report in accordance with GRI guidelines

www.daetwyler.ch

With over 90 years of innovation, benefitting our customers, employees, shareholders, and local communities, the Daetwyler Group is distinguished by this legacy. During those years the organisation has evolved from a Swiss family-run company to a global Group. With strong roots, the Group has developed its own pedigree. The highest of standards, an affinity with our customers, strong innovations, and true commitment are the core values that have given us long-term direction. The Group strives for sustainable and profitable growth. This is the basis for continuous value creation and preservation of entrepreneurial independence.

The Daetwyler 2008 annual report is the first to include a sustainability report compiled in accordance with the voluntary guidelines of the Global Reporting Initiative (GRI). Reporting on economic, social, and environmental matters, this report has been expanded and quantified, and has been reviewed and acknowledged by the GRI.

Within the Daetwyler Group, sustainability is an important strategic objective, embedded in all we do from product development, customer support, human resources management and production to social engagement. For more information see:

www.daetwyler.ch » **Our Company** » **Sustainability**



Daetwyler Group – an international multi-niche player

www.daetwyler.ch

The Daetwyler Group is an international multi-niche player, dedicated to industrial component supply and distribution of engineering and electronic components. Our activities concentrate on attractive niches that offer opportunities to increase value added and sustain profitable growth. Daetwyler's four divisions – Cables, Rubber, Pharmaceutical Packaging and Technical Components – are focused on the manufacturing, pharmaceutical, and datacom industries. With more than 50 operating companies, sales in over 80 countries and some 4 400 employees, the Daetwyler Group generates approximately EUR 800 million in sales revenue.

Seals for emergency doors in the Gotthard Base Tunnel

www.daetwyler-rubber.com

Covering a distance of 57 kilometres, the new Gotthard Base Tunnel needed a comprehensive safety concept. The two parallel rail tunnels are interlinked with some 175 lateral connections. These serve as emergency egress routes, and are sealed at both ends with special emergency doors. In close collaboration with Elkuch Bator, a Swiss specialist for tunnel doors, Daetwyler Rubber developed a completely new type of seal for these doors.

The technical requirements for the doors are challenging due to the stringent safety standards of the tunnel, and the high velocity of the trains – up to 200 kph. Additional requirements are a fire resistance of 90 minutes at 1000 °C, service temperature from -15 to +40 °C, and a service life of at least 50 years. To meet the very high fire-protection requirements, Daetwyler Rubber manufactured the new seals using a special silicone-based material.



Distrelec expands in Scandinavia

www.distrelec.com, www.elfa.se



With the acquisition of the Swedish ELFA Group in spring 2008, the Daetwyler company Distrelec made a major step towards becoming the leading European catalogue distributor for industrial electronics and automation. The integration of the nine additional subsidiaries in Northern and Eastern Europe is progressing on schedule, and important common projects are being successfully delivered. For instance, Distrelec and ELFA have combined their product management and catalogue production, and in early 2010 the first joint catalogue in eleven languages and with over 100 000 articles will be issued. The two companies have also achieved substantial savings in joint sourcing.

To further strengthen its market position in Scandinavia, Distrelec took over Nordic Power Consulting AB with subsidiaries in Sweden and Norway early in March 2009. Nordic Power Consulting specialises in the high-growth product segment of power and energy supply, which ideally complements the ELFA portfolio.

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