REFERENCE PROJECT
FUTURE-PROOF DATA CENTRE CABLEING FOR SWISSCOM

MARKET
EIGHT ACCOLADES IN CHINA

INNOVATION
WORLD’S FIRST MINI HYBRID CABLE

SPECIAL
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Dear Readers

The history of Datwyler Cabling Solutions began a century ago, in 1915. As you can see from the “Special” feature in this magazine, we marked this special anniversary by celebrating on our sites throughout the world with customers and business partners, representatives from politics and business, and of course our staff.

What will things be like in 100 years’ time? What groundbreaking innovations await us in the decades to come? How will the growth markets of China and India develop? What will be the long-term consequences of the low-interest rate policy which has been pursued for years now? Will the euro survive, and how much stronger can the Swiss franc become?

Naturally we don’t know, or at least not precisely. On the other hand, it seems obvious that in future the need for communication and mobility will cause the enormous volume of data to continue growing rapidly. We have long been dependent on round-the-clock high-speed data networks. Soon nothing will work without them. We at Datwyler Cabling Solutions are therefore optimistic about the future of our core business and core competences. We are convinced that our products, solutions and services will continue to make an active contribution to the future smooth functioning of the global economy – be it in data centres, airports, shopping centres, banks, hotels, hospitals, universities, stadiums or other public and commercial buildings.

For a long time now the supply of tailor-made high-performance systems at competitive prices has been a matter of course for Datwyler, but we feel that this alone is not enough. Many of our customers now need a more comprehensive service – from planning and design through careful compilation of the relevant specifications to (as a minimum) professional implementation. Proof that we are doing the right thing are the numerous landmark projects worldwide in which Datwyler’s products, services and solutions have been selected over those of well-known and well-established competitors.

But read all about this for yourself – I hope you find it interesting!

Johannes Müller
CEO Datwyler Cabling Solutions
There is a demand for constantly increasing bandwidth from the telecommunications market and its customers, so mobile network operators need to connect their points of concentration (POCs), particularly their LTE base stations, with fibre optic cables.

Since mid-2014 Huawei Technologies Deutschland GmbH has been producing a suitable high bandwidth link in "turnkey mode" for one of the leading telecommunications companies. The turnkey service includes infrastructure and transmission technology planning as well as development, coordination and integration on over 1000 mobile communication sites in Germany and several neighbouring countries.

Photo left: LTE base station in Berlin

Photos below: Racked copper trunks in one of over 1000 mobile base stations
One of Germany’s leading telecommunications companies is currently fast upgrading its entire mobile phone network with modern LTE technology. The company implementing the upgrade, Huawei Technologies, is relying on a preassembled Datwyler cabling solution for the points of concentration.

The fibre optic linking of the points of concentration is effected by a standardised cabling solution from Datwyler. Preassembled components enable the installers to use identical, easily handled products on every site, thus dramatically shortening the relevant construction phase.

**High-performance products**

Depending on the site requirements the solution involves fibre optic trunks (multiple cables), 12- or 24-fibre outdoor cables, which are supplied ex works with preassembled SC and LSH connectors, and optical distributors, known as breakout boxes, equipped with the appropriate adapters. The optic fibres used are full-spectrum single-mode fibres with optimised transmission characteristics (G 652.D, OS2).

Many preassembled copper trunks are also installed on the mobile communication sites. For the current project Datwyler developed a 12-fold Flextrunk in rigid corrugated tubing suitable for outdoor use. Inside the mobile base stations the installers use eight-colour Flextrunks which they can shorten to fit on site. Thanks to high-performance data cables and connection technology, transmission rates of up to 10 gigabits per second can be achieved with the copper trunks.

The high-performance fibre optic and copper cables and components are used to bundle the mobile signals in the POCs and transfer them to the fibre optic backbone at maximum speed.

"Datwyler’s outdoor breakout cable was installed by a fitter within one hour."

Uwe Schnapp, Huawei

**Time and money saving solution**

Datwyler was selected mainly because its Huawei project managers had already been heavily involved with on-site conditions beforehand, and in conjunction with Huawei were able to provide a solution which fully met the end customer’s requirements. The convincing argument for preassembled Datwyler products was their quality, speed of installation, “foolproof” colour coding and good price/performance ratio.

“The deciding factor is the tailor-made solution for Huawei’s customers in respect of time and investment cost. On the Berlin site Datwyler’s outdoor breakout cable was installed by a fitter within one hour. For an on-site splicing solution, on the other hand, a dedicated team and lead time would have been needed, which would have been many times more expensive,” explained Uwe Schnapp, Huawei’s Director Network Integration Service Department.

Datwyler’s solution is playing an important part in helping to meet the ambitious schedule. By July 2015 Huawei had already equipped more than half of over 1000 mobile base stations with cutting-edge technology.
UBM is a market leading and multi award winning marketing and communications services business with 5000 employees in more than 20 countries around the world. It provides professional services to help clients connect to their targeted audience and to communicate and implement their business propositions effectively, through live events, press releases and other digital and print media.

In order to deliver effective communications systems for its clients, UBM requires a reliable, high performance network infrastructure for its own premises. So when planning its new UK Headquarters in spring 2014, the communications network was a key consideration.

This prestigious project consisted of nearly 5000 copper network links spread over nine floors of UBM’s new offices at 240 Blackfriars Road.

Solution for exacting requirements

Working with PTS Consulting, UBM determined that the Datwyler cabling solution, supplied exclusively by iDaC Solutions in the UK and Ireland, would best fit the exacting requirements of its business and that of its customers.

Excel IT, a Datwyler certified installer, carried out the installation during the summer of 2014. Though there were unplanned chal-
lenges during the installation, they were resolved quickly thanks to additional support from iDaC Solutions. “I found the iDaC Solutions’ Technical Support team to be very proactive on this project”, says Bob Kellett, Excel IT’s Senior Project Manager who worked closely with the iDaCs team in finding solutions on site.

**25 year system warranty**
Along with on-going dialogue with Mark Green, UBM Project Manager at Excel IT, the project went ahead smoothly. After successful testing, 4856 links were commissioned and issued with a 25 year system warranty by Datwyler Cabling Solutions. The network has been working trouble-free since the hand-over in February 2015.

Bob Kellett has since gone on to work with Datwyler cabling systems and iDaC Solutions on a number of projects – including other sites for UBM. He found it to be “an excellent, reliable product with great onsite and offsite support.”

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Swisscom operates one of Europe’s most modern and efficient data centres in the Bern-Wankdorf Business Park. The “Datwyler Data Centre Solution” was selected for the high-speed fibre optic links.
Swisscom, Switzerland’s leading telecommunications company, has been operating its data centre (DC) in Bern-Wankdorf since late 2014. On four floors and a usable floor area of 4000 square metres, which can be expanded as required, the DC will in future house approximately 5000 servers with around 10,000 customer systems. It is one of the very few in Europe to have Tier IV certification guaranteeing optimum availability of data and systems. An innovative cooling concept enables it to achieve the best possible energy usage values. This excellent performance in the energy sector was honoured with the Swiss Federal Department of Energy’s “Watt d’Or” and with the “Brill Award” from the United States Up-time Institute.

In the spring of 2013 Swisscom evaluated a comprehensive premium quality cabling solution for the high-speed fibre optic links in the new data centre. “The cabling system had to meet the requirements of the premises and be compatible with the active infrastructure. It also had to be consistent with our general logic, i.e. be expandable and switchable without interruption,” said Rudolf Anker, Head of Data Center Services and New Data Centers Project Manager at Swisscom.

**Preassembled top quality solution**

“We had only a very narrow window of around two weeks to install the cables and modules when constructing this DC,” explained Thomas Gygax, Data Center Hardware Operations & Fulfillment at Swisscom, “so at an early stage Swisscom opted for a preassembled cabling solution with MTP multifibre cables. That was the only way we could meet the installation times prescribed by the building.”

The “Datwyler Data Centre Solution” was selected, the determining factors being its high quality and the excellent optical and geometrical values of the connector assembly. It thus also met the extremely stringent technical values demanded by Swisscom.

“The decision in favour of Datwyler was made not least due to the experience we had when cabling the Zollikofen DC,” explained Gygax. “During the current project we made contact with Datwyler very early on, and once again we were very satisfied with their work.”

According to Thomas Gygax the chosen system provides excellent future viability as regards technical development. “This MTP multi-cable solution ensures that at a later date we can migrate from an LC connector to a 40/100G solution and work with MTP switches and servers,” he explained.

Since the opening Swisscom has been constantly upgrading the data centre and continuing to use Datwyler cables and components.
Datwyler fibre optic and copper systems installed in the city’s tallest building.

At 632 metres in height the Shanghai Tower is the city’s tallest building, the second tallest building in China and the fourth tallest in the world. Together with two other high-rise buildings, including the Shanghai World Financial Center at just under 500 metres, the Tower forms an impressive ensemble in Pudong, Shanghai’s financial district. It has over 430,000 square metres of usable floor space. The main building alone has 118 floors. In addition there are several basements and an underground garage with 2000 parking spaces.

Datwyler supplied a fibre optic cabling system with flame-retardant, low-smoke halogen-free indoor cables (FRNC/LSZH) for the fire alarm system in the Shanghai Tower. The fibre optic system comprises ten kilometres of 4-fibre single-mode indoor cable (OS2), eight kilometres of 6-fibre multimode indoor cable and one kilometre of 6-fibre multimode outdoor cable (OM3). These were spliced to around 900 ST and LC pigtails and connected to 80 fibre-optic patch panels. There were approximately 200 ST and LC patch cords as well.

Datwyler also supplied over 30 kilometres of copper data cable to interconnect the multi-storey car park and satellite systems.

In January the Sino-Swiss Chamber of Commerce organised a guided tour for Swiss companies based in Shanghai. They were given a comprehensive insight into the energy efficiency, environmental protection and safety measures implemented in the skyscrapers.

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The past year has been very significant for Datwyler in China. The start-up of the new plant in Taicang was a crucial part of the company’s restructuring strategy in China. Datwyler (Suzhou) Cabling Solutions also won all the important prizes from the leading industry associations and journals for intelligent building technology.

On 11 December Datwyler was yet again awarded the coveted industry “Oscar”, 4th among the “2014 Top 10 Cabling System Brands”. In China the award is considered the measure of all things, since the Qianjia Brand Lab determines it annually on the basis of various important industry indices.

The week afterwards the “Engineering Intelligent Design Branch” of the “China Exploration and Design Association” and the Beijing journal “Intelligent Building & City Information” (IB) again included Datwyler in the “2014 Top 10 Brands in Cabling System in the Chinese Market”. At the award ceremony at Beihang University (BUAA) Datwyler also received an award for customer service.

On 27 November, as part of the “3rd Building Electricity and Intelligent Energy-saving Technology Development Forum” and the “Excellent Brands Awarding Ceremony in China Intelligent Building Electrical Industry” in the Beijing Xinjiang Plaza, Datwyler had already been singled out as one of the “2014 Top 10 Cabling System Brands” and as “Most Potential Brand in 2014”.

The “Intelligent Building Branch” of the “China Construction Industry Association” and “Intelligent Building” journal also honoured Datwyler as one of the “2014 Top 10 Cabling System Brands”. The presentation was made on 22 January 2015 as part of a ceremony in the Beijing Capital Xindadu Hotel.

In the December edition of the Chinese magazine “Cabling Installation and Maintenance” Datwyler was marked out as one of ten most influential brands in China in 2014 and received a Chinese Cabling Screen Technology Innovative Leading Award of 2014.

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Datwyler recently signed a distribution agreement with Mejdaf to extend the company’s reach in the Kingdom of Saudi Arabia. Mejdaf will stock Datwyler data cabling and fire safety products in their central warehouse in Riyadh as well as in their 20 subsidiaries throughout the kingdom.

Saudi Arabia is a very important market for Datwyler. Datwyler Middle East foresees a major growth in sales revenue being generated from the Kingdom in coming years. Customers in Saudi Arabia are looking for the latest technical solutions for their growing ICT sector, and with its Swiss quality and offerings, Datwyler can cater to all the infrastructure requirements.

In addition to channelling Datwyler’s most commonly used products through their various outlets, Mejdaf is working with their large network of system integrators and contractors who design and implement data network and other cabling projects though their dedicated networking sales and technical support teams. Mejdaf therefore has a high profile and a strong, widespread presence in Saudi Arabia. For Datwyler with its high-quality products portfolio, Mejdaf is a perfect partner.

Mejdaf, founded in 1979, is a leading Saudi enterprise. Being a distributor for more than 250 technology companies from across the globe Mejdaf sees itself as an incubator for state-of-the-art technologies in the Kingdom. The company provides its customers with a choice of over 40,000 stocked products, a comprehensive range of value-added services, and tailored solutions to support various business needs.

‘From the date that the agreement took place, we started a brand awareness campaign of the Datwyler products through our country wide distribution stores, and we have got incredible customer feedback. We are expecting Datwyler market share in Saudi to dramatically increase within a short period of time,’ said Tamer Galal, Sales Director Mejdaf.

Mejdaf show room in Al Khobar in the Eastern Province of Saudi Arabia

The owners, Ibrahim Al-Kahtani, Chairman of the group, and Eng. Turki Ibrahim Alkahtani, Operations Manager, with Aslam Zuberi, Datwyler

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In addition to complete solutions for on-premise data centres, in Singapore Datwyler is providing solutions for Colocation Data Centres as well as Bare Metal and Hybrid Cloud solutions, giving customers multi-platform solutions tailored precisely to their specific requirements. These company offerings have recently also been listed in the “2015 Cloud Computing Directory” of the Infocomm Development Authority of Singapore (IDA).

When the IDA published a “Green Data Centre Innovation Call for Collaboration” (CFC) a short time ago, Datwyler submitted a proposal of its own. Datwyler supports local data centre operators who want to use solar thermal cooling to improve their energy efficiency and are entitled to a government grant for that purpose. As part of this initiative a Datwyler brochure was issued to describe the company’s “green” DC solutions, which comprise Solar Thermal Cooling, Adiabatic & Evaporative Cooling, High Temperature Servers, and Prefabricated Data Centres.

Datwyler has also sponsored several events of the specialist network “Singapore Data Centre Professionals Meetup”. In April Khoo Boo Leng from Cisco gave a talk on Network Function Virtualization (NFV) and disruptive networking technologies. In May 16 guests took the opportunity of touring Singapore’s unique IO data centre, a “Prefabricated Software-defined Data Centre”, in early June 24 representatives of colocation data centres and companies visited the United World College to inspect the largest solar thermal cooling installation outside the USA. And in July 21 users, resellers and other interested parties visited Fujitsu Singapore, where they were briefed on new server technologies.

Together with local partners Datwyler has held similar expert meetings in Vietnam and Indonesia over the past months. In Ho Chi Minh City, for example, a well attended event dealing with data centre infrastructures and category 8 (see page 14) and a seminar with updates on data centre standard TIA-942-A were held in April and July.

“In Southeast Asia Datwyler is increasingly perceived as a turnkey provider of complete data centre infrastructures. Ideally contact is initially made with the operators when they are thinking about constructing a new site. But we can also give them expert advice at any subsequent stage, for example when they are thinking about the power supply and cooling or when the future-proof cabling of servers and racks is at issue,” explained Eythan Lim, Datwyler’s Managing Director in Singapore.

Datwyler Cabling Solutions is establishing itself as a provider of multi-platform solutions in southern Asia.
Data Centre Seminar in Vietnam

Information-packed seminar on 40G and category 8 in data centres aroused great interest in Ho Chi Minh City.

Datwyler Singapore marked the company’s centenary with, among other things, a series of events in the countries of Southeast Asia.

In Vietnam on 1 April Datwyler, together with the local distributor Dong Quan Information Technology, held a seminar in Ho Chi Minh City on the subject of Data Centre Infrastructures and Category 8.

In this seminar, held in the five-star Pullman Saigon Centre Hotel, one of the presentations by Datwyler experts was on state-of-the-art copper cabling technology, which can achieve transmission rates of up to 40 Gbit/s and help businesses deal with their pressing performance bottlenecks in future.

Datwyler has already developed the first cables which meet the requirements of the new Category 8.2 in full. These include the compact AWG23 data cable CU 8203 4P and the AWG26 flexible cable CU 8206 4P flex, both of which provide substantial reserves to the limit values in respect of attenuation. These cables allow the creation of cost-effective server-to-switch permanent links which are up to 30 metres in length and give great freedom of design and flexibility in data centres.

Attending the seminar were numerous reputable network planners, system integrators and construction firms as well as representatives from the major Vietnamese banks and many industrial companies. The event also attracted great media attention, some very detailed reports appearing in about 30 print and online media.

Overall the event helped foster a better understanding of the major benefits to be reaped from investing in standard-compliant, efficient and future-proof data centre infrastructures – irrespective of whether the buildings are new, upgraded or converted. To this end Datwyler provides customers with comprehensive services ranging from planning to trouble-free operation.

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ineltc was held in Basel in the second week of September. This trade fair mainly covers lighting technology, communications systems, network technology and building automation in addition to measurement and testing technology. This time there were 260 exhibitors, ten percent more than in 2013, and almost 19,000 interested parties visited the exhibition.

The appearance of Datwyler Cabling Solutions at the exhibition focussed on Datwyler’s centenary, its strong Swiss roots and long tradition of quality and performance. One of the exhibits featured prominently on the stand was a stranding machine made in 1938 and privately owned by Max Dätwyler – a magnet for visitors old and young.

By talking to the service engineering team many visitors were made aware that since 2015 in Switzerland the requirements for safety cabling systems are far more complex than supposed and that Datwyler is the right partner here. Hence in January 2016 a Datwyler expert will be giving a talk on the subject of Safety at the Instructors’ Conference of the Association of Swiss Electrical Installation Firms VSEI. The new products for data centre cabling and copper data networks also attracted a great deal of attention, as did the fibre optic splice closures which were exhibited in display cases on the stand.

ineltc was also the ideal platform for letting visitors to the stand know about a change in personnel. Long-time Head of Sales for the Swiss market Max Bühler personally introduced his successor Christian Scharpf to hundreds of customers during the fair.

Datwyler’s presence at the exhibition, headlined as “100 Years of Datwyler”, was in many respects a complete success. Seldom had a Datwyler stand such a high footfall, and rarely were there so many fascinating conversations at a trade fair.

The Swiss team is already looking forward to the next ineltc in September 2017.

This year Datwyler welcomed more visitors than ever to its exhibition stand at “ineltc” in Basel.
All the supervisory board members of the Datwyler group of companies – Pema Holding AG, Dätwyler Holding AG and Dätwyler Cabling Solutions AG – as well as Datwyler executive management came to Taicang in October to visit the company’s new site and celebrate the firm’s 100th anniversary together with the Chinese management team of Datwyler Cabling Solutions.

Datwyler’s Taicang managers gave a talk to the guests present on the subject of “Datwyler in transition” and introduced their ambitious goals for the future growth of Datwyler Cabling Solutions in China to the supervisory board members. The presentations were followed by a visit to the new demo centre, designed in the group’s characteristic style.
and a guided tour of the ultra-modern production facilities.

Impressive guided tour
The Datwyler site in Taicang covers over 40,000 square metres. Under the leadership of the local management the new production site was developed as scheduled after its official opening on 19 September 2014. Today the factory houses various modern production lines, including systems for insulating, stranding and sheathing data cables in addition to several flat lift cable lines. The brand new production lines for fibre optic cables are also now in operation, supplemented by factory areas for injection and cable assembly, quality control laboratories and much more.

During the tour the guests were able to gain for themselves a comprehensive picture of the efficiency of the plant, the new machinery and the supporting production management programmes. After the tour and the working reports the visitors agreed unanimously that it was safe to assume that the plant would be competitive on the Chinese market in every respect – both now and in future.

Values as basis for future growth
One of the reasons for the successful development of the Datwyler group of companies over the past 100 years is its strong values: “We are entrepreneurs, we create value for our customers, we strive for excellence, and we foster an atmosphere of mutual respect.” Not only do these values form the basis of past successes, they will endure in future and lead to further growth. For many years China has been an important strategic market for Datwyler Cabling Solutions, now employing almost half the company’s total workforce.

In Taicang Datwyler Cabling Solutions has constructed a cutting-edge factory for cable production and assembly, created a country-specific core range of products and developed new cabling components which meet every customer requirement. With innovative customer-specific products Datwyler can provide complete solutions to satisfy the most stringent demands of international and domestic customers alike.

The supervisory board members of the Datwyler group of companies were confident that this is the path to Datwyler’s continued success in China.
Gitex is one of the biggest IT trade fairs in the region. Every year leading IT companies from all over the world come to Dubai to present the newest products and services to the Arab world.

At the end of October Datwyler Middle East manned its own stand at the Gitex Technology Exhibition 2015, held in the Dubai World Trade Center. Visitors to the stand were able to find out about the company's entire range of products: copper and fibre optic solutions for ICT networks and data centres, cables for every conceivable ICT application, FTTx products, the company's safety cabling and lift cables, as well as the wide range of services associated with Datwyler products and system solutions.

Thanks to the stand's excellent position and good preparation for the exhibition, the local Datwyler team welcomed more than 200 visitors over five days, including the top managers of the Datwyler partners in the United Arab Emirates, Saudi Arabia, Jordan and Iran. Many good conversations with potential new partners and customers from the whole region and the most varied sectors were held on the stand, for example those representing public authorities, airports and medical facilities as well as the hospitality industry and the financial sector.

Johannes Müller, the CEO of Datwyler Cabbling Solutions, specially travelled to the fair to support the team on site and take part in the stand discussions.

The exhibition was a great success for Datwyler, particularly on account of the many new contacts. Gitex was also a substantial help in familiarising the region with the Datwyler brand, its product solutions and services. Many visitors showed a special interest in the range of turnkey data centre solutions.

MARKET

IMPRESSIONS OF GITEX IN DUBAI

Over 200 visitors from Middle Eastern countries came to Datwyler’s exhibition stand in the Dubai World Trade Center.
Datwyler Cabling Solutions has added two innovative components to its “Datwyler Data Centre Solution” fibre optic system: breakout plug-in modules and converter plug-in modules.

The breakout plug-in modules are available for OM3, OM4 and OS2 with LCQ, LCD, MTP and E2000 adapters. Rear radius limiters, orderly cable management and integrated retaining clips permit safe and simple handling of pre-assembled fibre optic cables without imposing any strain on the adapters in the front panel.

The converter plug-in modules, also available for OM3 and OM4, have two rear 12-fibre MTP couplers and take these 24 fibres to three 8-fibre MTP ports at the front of the module via an integrated fanout. This allows full use to be made of a previously installed 24-fibre cable or two 12-fibre cables of equal length for three 40G links, three NG 100G links or three 64G FC links.

An OS2 version of the converter plug-in module will soon also be available for the newly developed 100G single-mode 100GBASE-FR4 (PMS4 MSA) application.

High manufacturing quality ensures that the new plug-in modules provide optimum optical performance values (IL/RL). Those interested can find the data sheets on the Datwyler Cabling Solutions website.

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Datwyler recently developed the world’s first mini hybrid cable for NGN and NGA networks (Next Generation Networks, Next Generation Access). The FO Outdoor wbKT Micro Combi combines four twelve-fibre stranded loose tubes, available in either single-mode or multimode fibre, with two stranded copper wires. Thanks to a small external diameter of only 6.5 mm the cable can be retrofitted into existing empty duct systems as well as blown into long sections of microduct system.

The mini hybrid cable with its additional stranded copper wires (0.50 mm²) is particularly suitable for use in security-sensitive areas. In FTTx networks it is a cost-effective alternative to installing two different types of cable and can provide an option for house connections, say for an emergency supply to fire service telephones in the event of a power failure. It enables power to be supplied to active remote technology such as street cabinets, emergency telephones, smart grids or data centres, and allows the remote monitoring of connection technology such as cable couplers, distribution frames and access control systems. Once installed it is also easy to locate from ground level.

Two coloured, easily identifiable ripcords mean that the cable sheath can be safely opened, and installation is simplified by dry core interstices which facilitates easy assembly and removal. The FO Outdoor wbKT Micro Combi complies with all the requirements of IEC 60794-1-2 in respect of lateral pressure, impact, repeated bending and torsion.

Datwyler developed the new cable with reference to the “Catalogue of Safety Requirements for the Operation of Telecommunications and Data Processing Systems and for the Processing of Personal Data in accordance with § 109 of the German Telecommunications Act”. The Catalogue, effective since May 2013, was drawn up by the German Federal Network Agency in consultation with the Federal Office for Information Security and the Federal Commissioner for Data Protection and Freedom of Information.
Sun, sand and the best of spirits: on 17 July Dätwyler celebrated the company’s 100th birthday at the Longbeach Club in Hattersheim.

Around 250 staff members, customers and partners from Germany, Austria, the Netherlands, Belgium, the Czech Republic and Finland took up the invitation. In midsummer temperatures and far from their everyday working environment, the guests enjoyed cool drinks, hot music, good food and relaxing conversation with old acquaintances and new faces.

In his address Ralf Klotzbücher, Vice President Sales & Marketing Europe and managing director of Dätwyler Cables GmbH, recalled the pioneering achievements of the company founder, Adolf Dätwyler, and highlighted the company values to which the Dätwyler staff are committed to this day. He then went on to link these up with current products and solutions as well as with the know-how of all colleagues and their dedication to serving Dätwyler customers.

In a welcoming speech Antje Köster, the Mayor of Hattersheim, said how pleased she was by the company’s positive development on the Hattersheim site and promised her support for the future.

Dätwyler Cables GmbH celebrated the company’s anniversary with 250 guests in Hattersheim.

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Back in late June a gala evening, a staff party and an anniversary funfair for the people in the canton of Uri were held at Datwyler headquarters in Altdorf. On 9th September, with the slogan “100 years of connecting”, Datwyler Cabling Solutions invited its Swiss customers to celebrate the company’s birthday on its stand at the ineltec trade fair.

250 guests were present to toast the anniversary and celebrate with the Datwyler team. They were mainly installers, planners, dealers, partners and key accounts who had accepted Datwyler’s invitation or had quite spontaneously extended their visit to the Basel trade fair.

Towards evening Christian Scharpf, Head of Sales for the Swiss market, opened the buffet especially prepared for the party. Hot and cold canapés were served together with typical Swiss dishes, finishing off with a sweet from the cake buffet. The start of festivities was accompanied by a folk music entertainment from “Schwyzerörgeli-Trio Eggflue”.

Well fortified the party then proceeded to the official part, which Johannes Müller, CEO of Dätwyler Cabling Solutions AG, launched with an address on our past 100 years. “We do not want to rest on our 100 year-old laurels,” he stressed in his speech. “On the contrary, we must look forward and ensure continuing profitable growth through innovation and intensive market cultivation.”

There followed a video on the eventful history of the Datwyler group of companies and DJ Pit at the mixer console then prolonged the spirit of revelry until late in the evening. “It was a successful party in a relaxed and very friendly atmosphere,” reminisced Christian Scharpf. “Thank you to all our guests for their trust, and we hope they will remember this occasion for a long time to come. We look forward to continuing our close and exciting collaboration.”

Datwyler is 100: to celebrate the occasion Dätwyler Cabling Solutions AG invited customers and partners at the trade exhibition in Basel to a big party on its stand.

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Datwyler in Singapore invited customers and partners to an open house day on 6th August. The date was well chosen, just before the public holiday celebrating Independence. Around 30 guests, including managing directors, IT managers, data centre managers and sales managers from system integrators, installation companies and many other businesses, were in celebratory mood. However they also took advantage of the event to look around Datwyler’s new premises, update themselves on the company’s product range and “lean” customer service processes in a relaxed atmosphere, and to visit the ICT showroom and warehouse.

A guided tour showed the guests how the cable drums arrive in the warehouse from the plants in Switzerland and China and how the cables are cut to the lengths required by customers. This preliminary work, which Datwyler offers for lift and data cables, facilitates the task of cable contractors.

The participants also heard about the details of warehouse management which enable Datwyler to meet even tight installation deadlines.

The showroom featured solutions for structured premises cabling and data centres. Here Eric Lie of cable tester supplier Psiber Data carried out a live category 8 test on Datwyler’s category 8.2 data cables, in which the requirements of the TIA Standards were exceeded.

The guests were shown how rack space could be saved by angled patch panels and how ICT cables can automatically be traced and found with the “Intelligent Panel”. Alvin Lim of Fujitsu also provided an overview of modern server technologies.

Special interest was shown in the fact that Datwyler does not outsource its processes but keeps them in-house in order to supply customers better and faster. Many guests were also very impressed by Datwyler Singapore’s continued growth with Swiss quality products – mainly lift cables but also ICT network technology – against stiff competition from Asian manufacturers.

Special Open House Day in Singapore

Three days before the National Day the Datwyler team and 30 guests celebrated the company’s 100th anniversary and the Republic of Singapore’s 50th birthday.
A glittering celebration at the Taicang production site in Jiangsu Province was attended by numerous guests from home and abroad who came to congratulate Datwyler on its birthday. They included representatives from the Swiss Consulate General in Shanghai, local authorities, the umbrella association of the Swiss Chambers of Foreign Trade Swiss-Cham and the Swiss Centre. All the supervisory board members of the Datwyler group of companies – Pema Holding AG, Dätwyler Holding AG and Datwyler Cabling Solutions AG – as well as the Datwyler executive management were present in Taicang to tour the new company site and celebrate the firm’s 100th birthday with the Chinese management team of Datwyler Cabling Solutions.

Accompanied by the Chinese management team the guests visited the production site opened in 2014 (see page 16). Lunch was then served in the Rhine Hotel in Taicang, where there were several welcome addresses and speeches, including from Ulrich Graf, President of the Supervisory Board of Pema Holding AG and Dätwyler Holding AG, from Zhu Wanni, deputy mayor of Taicang and Director of the Administrative Committee of the local Economic Development Area, and from Alexander Hoffet, Swiss Consul General in Shanghai. They all expressed their best wishes to the company on its 100th birthday. Johannes Müller, CEO, and Xia Xubing, the Chinese General Manager, delivered the keynote address on behalf of Datwyler Cabling Solutions.

On 14th October 2015 Datwyler Cabling Solutions celebrated its 100th birthday in Taicang, China, with a big staff party and many notable guests.
Close relationship with staff

Every staff member received a small gift as a memento of the event. Long-serving employees, recent arrivals and anyone who happened to have a birthday on the day received their presents in person from the management. Company management and staff representatives then joined in cutting the birthday cake. This gesture expressed Datwyler’s traditional close involvement with their employees’ concerns.

The festivities concluded with a traditional Chinese theatre performance which was met with enthusiastic applause from the audience.
Keep growing with the challenges

Over the past 100 years Datwyler has grown from a small indebted company in the Swiss canton of Uri into a multinational group of companies with over 7500 employees, a total turnover of around 1.4 billion euros and branches throughout the world. Over these 100 years Datwyler has always been determined to grow with the challenges.

“Since 1915 there have been plenty of situations and circumstances which made life difficult for the company,” explained Xia Xubing on the occasion of the centenary. “But at the same time each new challenge presents a new opportunity, and Datwyler has used these opportunities to its advantage and expanded its business operations throughout the world. We are committed to carrying on this tradition – as well as the strong values of the Datwyler group of companies.”

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NEW MANAGING DIRECTOR FOR CHINA

Xia Xubing (49) joined Datwyler Cabling Solutions as Managing Director China in June 2015. Xia, who was born in China, has lived and worked in both USA and China for many years now. He came to Datwyler from Nexans where he had been General Manager for energy cable business in China for the past four years and managed the P&L of Nexans China’s energy cable and cable accessories business.

Previously, Xia Xubing was working for General Cable, being the China Country Manager to acquire and integrate a specialty cable business in China as their platform to enter the Chinese market. He profitably built the business which entails 50% aftermarket and 50% direct. He developed direct sales through OEMs, and distribution/agency channels for other projects and aftermarket. He moved up the ranks across many divisions at General Cable in both USA and China.

Xia Xubing started out his career in the USA as a polymer engineer and an environmental manager with United Technologies before moving on to become a product engineer with Prestolite Wire Corporation. He received an MBA Degree from the University of Texas and holds a Master’s Degree in Chemistry from the University of Houston and a Bachelor of Science Degree from Nanjing University. He is also a certified Six Sigma Black belt holder.

FRAMEWORK CONTRACT WITH VODAFONE

In September 2015 the Düsseldorf head office of Vodafone GmbH and the Hattersheim headquarters of Datwyler Cables GmbH signed a Framework Contract for the supply of fibre optic cables and accessories.

The contract covers various cable types of differing dimensions and fibre capacities, including the Datwyler minicables recently approved by Vodafone. The approved fibre optic cables can be used in Vodafone’s core and access network, in data centres, and in their LTE and broadband rollout.

The Framework Contract is for an indefinite period. Vodafone makes the conditions available to all their contractors involved in upgrades.

“We use continual initial sample testing, quality audits at suppliers’ production sites and framework contracts to ensure that the stringent quality and availability requirements of the Vodafone network are met,” explained Heiko Eichstädt, the Vodafone GmbH project engineer responsible for the approvals.

“We are gratified by Vodafone’s confidence, and in future shall continue to collaborate with Vodafone on upgrades and new developments in the fibre optic sector so as to meet the challenges of increasing broadband requirements,” said Hartmut Leske, Datwyler’s project manager.

Extensive tests and a site audit of the Datwyler production facility were carried out prior to contract signature.