

## **Power over Ethernet (PoE) Lighting Project Receives Highest Level Cabling Innovator Award**

**Tinley Park, IL & Highland Heights, KY – September 12, 2018** – A cutting edge connected lighting project has been recognized with a Platinum Award in the annual Cabling Installation & Maintenance Cabling Innovators Awards competition. The project, installed at The Waldinger Corporation (a member of the Panduit ONE<sup>sm</sup> Partner Program) in West Des Moines, Iowa, features lighting and infrastructure from Innovative Lighting, Panduit and General Cable, who share the award with Waldinger. General Cable is one of three distinct commercial brands (Prysmian, Draka and General Cable) of the Prysmian Group.

"We're honored that CI&M recognized our project with this award," said Tom Mass, president of Waldinger's Iowa Electrical Division. "Not only did we improve our lighting and save money on energy and maintenance, this installation is a great way for us to be able to show our customers how it works. They can see and experience it first-hand, and we can have confidence designing it into their projects."

The award-winning project features a lighting system powered by Power over Ethernet (PoE), which delivers data and power over a single Ethernet cable. Waldinger installed the LED lighting system to improve the lighting in their headquarters office, and to serve as a showcase to show their customers the value of a PoE lighting system. Their installed system combines Innovative Lighting's GENISYS<sup>™</sup> PoE Lighting System, including luminaires, sensors, and software, with PoE and IP network connection delivered via a PanGen<sup>®</sup> structured cabling solution comprised of General Cable's GenSPEED<sup>®</sup> category cable and Panduit connectivity. The PoE lighting system drives new levels of control, intelligence and performance.

"Panduit has a history of innovation, which has consistently been recognized by the CI&M judges during this annual awards program," said Panduit's Tom Kelly, Vice President of the Enterprise business. "In modern buildings, that innovation can take many shapes, including lighting. We're pleased to see one of our Partners recognize how important PoE lighting is going to be for their business and proactively step into that space to help drive that integration."

General Cable's GenSPEED category cables are the ideal cabling solution for a PoE lighting project, delivering the performance and power capabilities needed for the application. "It is rewarding to be recognized by the structured cabling industry as innovators," said Craig Snyder, Director of Telecom Business, BU Multimedia Solutions in North America, General Cable. "Many people don't think of copper cable as the most innovative solution, but projects like this prove that a quality structured cabling system is vital to many innovative applications in buildings today."

Additional information on the Waldinger PoE lighting project is available in the project [case study](#).

-more-



Panduit Contact: Sandy Beggs  
(708) 532-1800 Ext. 81935  
[slb@panduit.com](mailto:slb@panduit.com)



General Cable Contact: Charlie Schicht  
(800) 526-4391  
[corpcommoffice@generalcable.com](mailto:corpcommoffice@generalcable.com)

Innovators Awards are judged based on the following criteria:

- Innovative
- Value to the User
- Sustainability
- Meeting a Defined Need
- Collaboration
- Impact

The 2018 Cabling Installation & Maintenance Innovators Awards Honorees are featured in the November Issue of Cabling Installation & Maintenance magazine as well as on <http://www.cablinginstall.com>.

**About PanGen:**

Since 2004, Panduit and General Cable's world-class partnership has provided high-performance infrastructure solutions, guaranteed network performance and system reliability. Combining the technological expertise and innovation of Panduit connectivity and General Cable cabling products, PanGen Structured Cabling Solutions encompass a wide range of world-class copper and fiber products, all backed by the PanGen Certification Plus<sup>SM</sup> System Warranty. [Learn more about PanGen.](#)

**About General Cable:**

Based in Highland Heights, KY, General Cable is one of three distinct commercial brands (Prysmian, Draka and General Cable) of the Prysmian Group. In July 2018, the merger between General Cable and Prysmian Group was finalized resulting in combined global operations that include 112 plants, 25 R&D centers and over 30,000 employees in 50+ countries. In 2017, Prysmian Group's combined net sales totaled over \$12 billion. With almost 140 years of experience, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at [prysmiangroup.com](http://prysmiangroup.com).

**About Prysmian Group North America**

Based in Highland Heights, KY, Prysmian Group North America operates in the United States and Canada. In July 2018, the Group finalized the merger with General Cable resulting in combined operations that include 23 plants, 5 R&D centers and over 5,800 employees. In 2017, Prysmian Group North America's combined net sales totaled \$3.5 billion. The Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. A world leader in the design, manufacture and sale of wire and cable products, Prysmian Group North America's business units include power distribution, specialty, telecoms, trade & installers and energy projects (HV). From a cable producer supplying to several industries, to a technology enabler making progress happen, the Group provides customers and communities worldwide with cable solutions based on state-of-the-art technology, consistent excellence in execution and in-depth understanding of the needs of an evolving market. We drive the flow of energy and information everywhere to enable and sustain human achievement everywhere. Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at [prysmiangroup.com](http://prysmiangroup.com)

**About Innovative Lighting:**

Innovative Lighting® is a U.S. based manufacturer and distributor of LED lighting and custom injection molded products. With three facilities in Iowa, Innovative Lighting offers quality engineered products for six main divisions including: commercial LED lighting, refrigeration LED lighting, marine LED lighting, truck & trailer LED lighting, GENISYS PoE Lighting Systems, & Injection Molding and for 25 years, continues being on the leading edge of innovative technology and product development. For more information, visit [www.innovativelight.com](http://www.innovativelight.com).

**About Cabling Installation & Maintenance:**

Published since 1993, Cabling Installation & Maintenance has provided practical information to professionals responsible for the specification, design, installation and management of structured cabling systems in enterprises, data centers and campuses. Cabling Installation & Maintenance's magazine, website ([cablinginstall.com](http://cablinginstall.com)), email newsletters and webcasts help cabling professionals improve day-to-day operations and enable strategic planning for their networks' optimum long-term performance.

-more-



**About the Cabling Installation & Maintenance 2018 Innovators Awards program:**

The Cabling Installation & Maintenance 2018 Innovators Awards program reviews and recognizes the most-innovative applications of cabling and communications technology products and systems within the structured cabling industry. Platinum, Gold, and Silver Honorees were announced at BICSI's 2018 Fall Conference in San Antonio, TX on Tuesday, September 11, 2018. Criteria used in the Innovators Awards ranking included: innovation, value, sustainability, collaboration, and impact.

**Media Contacts:**

Charlie Schicht  
External Communications Manager  
T: 859.386.9712  
[cschicht@generalcable.com](mailto:cschicht@generalcable.com)

Hannah Nuccio  
Lou Hammond Group  
T: 843.410.5306  
[hannah@louhammond.com](mailto:hannah@louhammond.com)

###



Panduit Contact: Sandy Beggs  
(708) 532-1800 Ext. 81935  
[slb@panduit.com](mailto:slb@panduit.com)



General Cable Contact: Charlie Schicht  
(800) 526-4391  
[corpcommoffice@generalcable.com](mailto:corpcommoffice@generalcable.com)