

## Prysmian Debuts New Brand Alongside Comprehensive Power and Data Solutions at Data Center World

### Prysmian's new branding to be showcased in North America for first time

Highland Heights, Ky., April 9, 2024 – Prysmian, a leader in the energy transition and digital transformation, will showcase its comprehensive power and data solutions that meet the growing demand of data centers at Data Center World, held April 15-18, 2024 at the Walter E. Washington Convention Center in Washington, D.C.

The conference, which draws upon the knowledge and experience of more than 1,600 AFCOM members, will also mark the first time Prysmian's new branding will be on display in North America after the company simplified its name and refreshed the brand to support a new business strategy earlier this year.

"The new identity is rooted in our 'Connect to Lead' business strategy, allowing Prysmian to seize opportunities to take a leading role in the energy transition and digital transformation," said Andrea Pirondini, CEO, Prysmian North America. "One of those opportunities is as a first-time exhibitor at Data Center World, where we will introduce our solutions to an expanded audience of technology leaders who are powering this rapidly accelerating industry."

Along with the new brand identity, Prysmian will showcase its comprehensive power and data solutions at booth #125, including:

- HV Utility Power Distribution
- Pre-Commissioning and Dynamic Acoustic Sensing technology (PRY-CAM)
- Outside Plant Interconnect telecom cables
- Medium Voltage Industrial cables
- Low Voltage Aluminum cables
- 16f/Vsff fiber optic cable & connectivity
- CAROL® Fire Alarm & Security cables
- Power Transmission and Telecom accessories

"Tech companies are building more data centers to keep up with new AI-driven technologies, leading to an increasing need for power and data solutions that support global connectivity," said Brian Moriarty, SVP Industrial and Construction, Prysmian North America. "Prysmian offers a solution at every level, from high-voltage cables that power entire data center campuses to single optical fibers and very-small form factor (Vsff) cables that transmit more and more data out into the world."

#### Prysmian North America

Based in Highland Heights, Ky., Prysmian North America is a benchmark player in the energy transition and digital transformation. Prysmian's strategy is perfectly aligned with the main market drivers by developing resilient, high-performing, sustainable, and innovative cable systems for the transmission, power grid, electricity and digital solutions segments. Prysmian's North American operations include 28 manufacturing facilities, eight distribution centers, six R&D centers and more than 6,000 associates with net sales of \$6 billion. Additional information is available at [na.prysmian.com](http://na.prysmian.com).

Globally, Prysmian is the largest cable solutions provider in the world, with 30,000 employees, 108 production plants and 26 R&D centers in over 50 countries. In 2022, global sales exceeded €16 billion.

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