

## **Prysmian to Debut New EcoSpan™ Product Solution to Support Rural Broadband Access at Fiber Connect Tradeshow**

**Highland Heights, Ky., July 16, 2024** – [Prysmian](#), a world leader in the energy transition and digital transformation, will introduce several of its latest fiber and connectivity innovations, including its new EcoSpan™ cables with FlexRibbon™ technology, designed to enhance rural broadband deployments during Fiber Connect 2024 in Nashville, Tennessee from July 28 – 31, 2024 (booth #210).

Prysmian remains at the forefront of technological advancements, delivering reliable, efficient, and sustainable solutions to meet the evolving needs of the telecom industry. As the digital landscape continues to evolve, Prysmian is committed to delivering innovative solutions that meet the growing demand for fiber broadband and bridge the digital divide.

“We are proud to play a leading role in rural broadband with innovative fiber and cable products that are made right here in Tennessee and the Carolinas,” said Jon Fitz, Director of Advanced Business Solutions for North America Telecom, Prysmian North America. “We look forward to engaging with industry leaders, partners and customers at Fiber Connect to demonstrate how our solutions can drive progress and connectivity for all.”

During the show, Prysmian will present a variety of innovative solutions, including:

- Eagle™ Closure – Designed to simplify rural Broadband, Prysmian’s Eagle closure handles everything from drops to a 288-count butt splice in a modular, easy-to-understand package.
- SiroccoHD™ Microduct Cable – Designed to provide optimized jetting performance for underground microduct installations or jetting directly over existing cable. This cable’s reduced diameter and increased fiber density offer cost savings to telecom network owners and builders while allowing them to reduce carbon and environmental footprints to meet sustainability goals and requirements.
- EcoSpan™ Cable with FlexRibbon™ Technology – This new low fiber-count rural cabling solution can easily be spliced as ribbons or single fibers, installs like a drop cable with P-Clamps and is available in counts from 24F to 72F.
- Hardened Fiber Optic Connectors (HFOC) – Prysmian offers the most popular drop cable and connector options for any project.

In March 2024, Prysmian announced the availability of its full suite of Build America, Buy America (BABA) fiber optic cable products and solutions that support the broadband market and the growing needs of its North American customers. Prysmian’s BABA-compliant fiber products also support the Broadband Equity Access and Deployment (BEAD) program—a \$42.45 billion grant program created in the Bipartisan Infrastructure Law and administered by the Department of Commerce.

Prysmian has made significant investments across its North American footprint to support the growing need for fiber infrastructure and the BEAD program funding, including a \$30M investment in its Jackson, Tennessee factory to retool the facility from legacy copper to fiber optic cable production, and a \$50M multi-year modernization project at its Claremont fiber facility to enhance process capabilities, systems, and technologies to support future growth.

In addition to Prysmian’s display and exhibition on the showroom floor, Fitz will also participate as a roundtable speaker for the Monday, July 29 breakout session – *Deployment Methodologies: What Technologies Fit Like a Glove*.

Visitors attending Fiber Connect 2024 can learn more about Prysmian and its network and broadband technology offerings at booth #210.

### **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 2023, global sales exceeded €15 billion.

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