

Nexans Hellas launches Mobiway MOB drum kit, a smart and innovative solution for effortless cable transportation and installation

PRESS RELEASE

- **With its ergonomic design, Mobiway MOB drum kit allows easier transportation & unwinding of cables – reducing cable installation time by half.**
- **The drum kit is sustainable with over 76% of recycled materials.**
- **The connected packaging solution allows installers to check the authenticity of cables and quickly access relevant product, service and support information.**

Athens, March 7, 2024 – Nexans Hellas launches [Mobiway MOB drum kit](#), an innovative connected cable transport & installation solution for medium to large-sized building projects. While traditional cable drums are bulky and unwieldy, Nexans' Mobiway MOB is designed to make the process of manipulating and unwinding cables safe and effortless for installers. As a result, the time required for cable installation could be reduced by half.

Lighter and easier to transport, the advanced Mobiway MOB will be replacing the first generation of Mobiway packaging. Thanks to the patented ergonomic design, the drum kit has become even more stable and robust, improving workplace safety and extending product lifetime on construction sites. Furthermore, the connected packaging solution allows installers to obtain all key information about the product on the spot. By simply scanning the drum kit, installers can access the product sheet and cable installation tutorials.

Nexans' new packaging solution includes 76% of recycled materials and can be reused with any Mobiway MOB compatible drum. The solution was specially designed for 3-core cables with 1.5 mm² and 2.5 mm² cross-section. It is the only drum kit on the market to allow transportation and unwinding of low-voltage cable lengths up to 300 meters.

“We are proud to provide innovative and integrated solutions to the market, by continuously improving the sustainability of our solutions”, says Athanasios Gavriil, CEO of Nexans Hellas. “With the new innovative solution Mobiway MOB which is based on new technology, we aim to make installers’ work easier and safer, satisfying thus the real needs of their daily work.”

<p>1 INSTALL THE KIT</p>  	<p>2 LOCK THE KIT</p>  
<p>3 UNWIND THE CABLE</p>  	<p>MORE STABLE</p>  
<p>EASY TRANSPORTATION</p>  	<p>ECO-DESIGN</p>  

Mobiway, the full range of connected re-usable packaging and tooling solutions

About Nexans Hellas

Nexans Hellas, a member of multinational Nexans Group, as a pure player in electrification, has been manufacturing medium and low voltage power cables in Greece, in the wider region of Fthiotida, for 50 years. We are a driving force for the development of Greek industry and exports, thus actively supporting the local community and CSR actions. We implement our Group's new strategy "Electrify the Future", by producing cables and delivering them worldwide.

For more information, visit www.nexans.gr

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About Nexans

For over a century, Nexans has played a crucial role in the electrification of the planet and is committed to electrifying the future. With approximately 28,500 people in 41 countries, the Group is paving the way to a new world of safe, sustainable and decarbonized electricity that is accessible to everyone. In 2023, Nexans generated 6.5 billion euros in standard sales. The Group is a leader in the design and manufacturing of cable systems and services across four main business areas: Power Generation & Transmission, Distribution, Usage and Industry & Solutions. Nexans was the first company in its industry to create a Foundation supporting sustainable initiatives, bringing access to energy to disadvantaged communities worldwide. The Group is recognized on the CDP Climate Change A List as a global leader on climate action and has committed to Net-Zero emissions by 2050 aligned with the Science Based Targets initiative (SBTi).

Nexans. *Electrify the future.*

Nexans is listed on Euronext Paris, compartment A.
For more information, please visit www.nexans.com

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