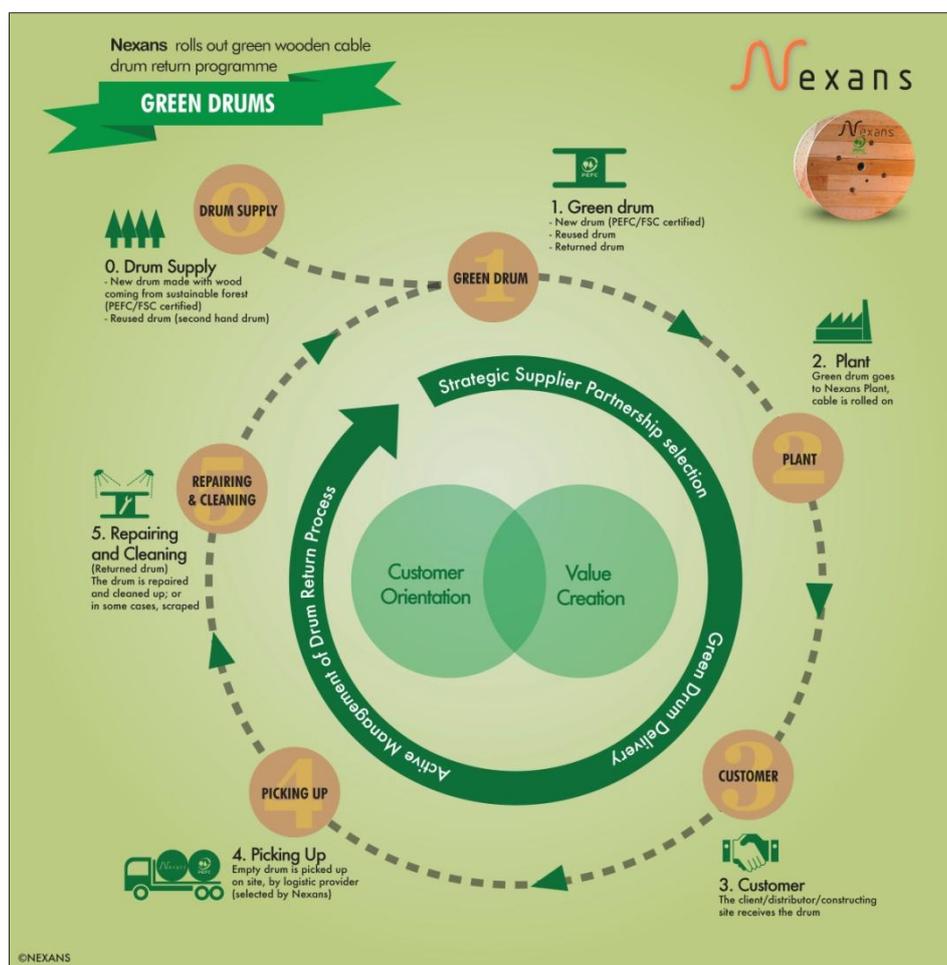


Nexans rolls out green wooden cable drum return programme

Paris, July 17, 2012, Nexans, a worldwide expert in the cable industry continues to reinforce its commitment to sustainable development by rolling out a new programme to collect and reuse its wooden cable drums.

The drum return programme is the latest phase in Nexans’s packaging Purchasing green initiative, launched in 2010, when it became the world’s first cable manufacturer to upgrade to drums holding the PEFC™ certification (Programme for the Endorsement of Forest Certification schemes). Now Nexans’ Green Drums hold both PEFC (for Europe) and FSC (Worldwide) certifications.

The drum return programme, with its focus on customer orientation and providing value creation within Nexans, is part of the most advanced packaging initiatives in the cable industry.



Already, over 280,000 of the drums that Nexans uses to dispatch electrical cables to its worldwide customer base have been collected and reused between one to five times over the past years. These drums represent more than 35% of yearly total drums used worldwide by Nexans, and a saving of more than 94,000 m³ of lumber, which approximates 100.000 uncut trees (45 hectares of forest) saved every year.

“Nexans has always reused its cable drums where possible. The vital difference with this new initiative is that we are working proactively with our customers to set up economical and efficient processes to maximize the return and reuse rate,” says Pascal Portevin, Nexans Senior Corporate Executive Vice President. “Changing the view of cable drums from a one-shot, non-returnable item into a reusable asset is a win-win situation all round. Naturally, it saves trees and the amount of waste going to landfills. It also saves on storage space and disposal costs for our customers, and ultimately savings on the purchasing cost of new drums”.

Consult the [Group’s sustainable development brochure](#). This document presents Nexans’ beliefs, solutions and commitments for sustainable development.

About Nexans

With energy at the basis of its development, Nexans, worldwide expert in the cable industry, offers an extensive range of cables and cabling solutions. The Group is a global player in the energy transmission and distribution, industry and building markets. Nexans addresses a wide series of market segments: from energy and telecom networks to energy resources (wind turbines, photovoltaic, oil and gas or mining...) to transportation (shipbuilding, aerospace, automotive and automation, railways...).

Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and commitment, customer orientation and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future.

With an industrial presence in 40 countries and commercial activities worldwide, Nexans employs 25,000 people and had sales in 2011 of 7 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A.

For more information, please consult: www.nexans.com or www.nexans.mobi

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