

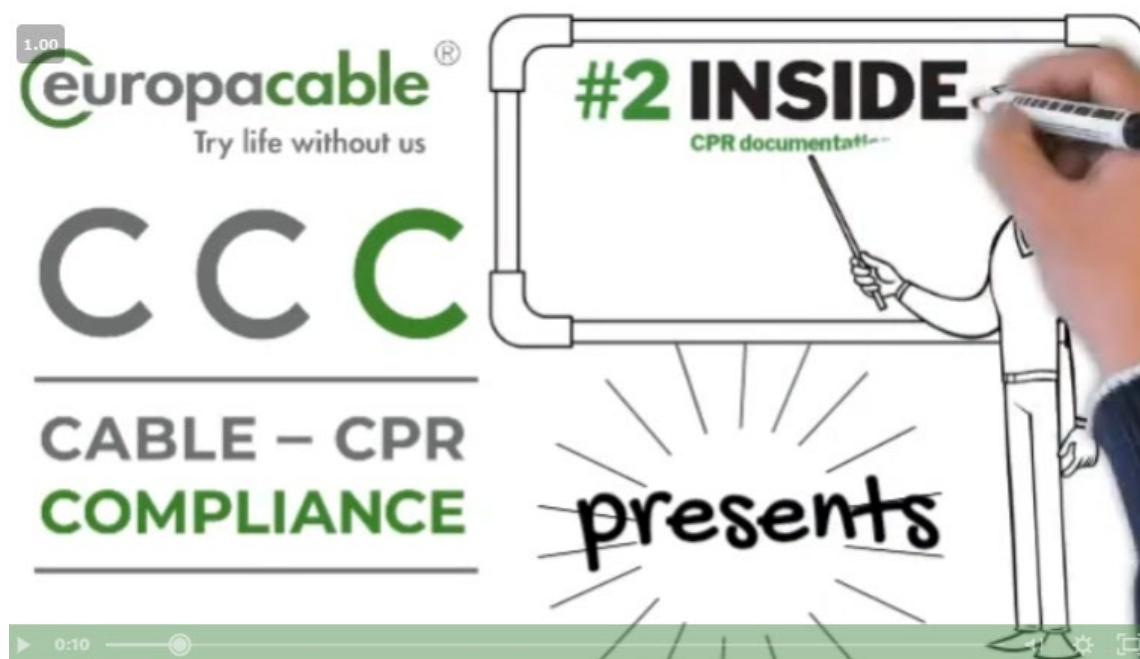
Brussels, Belgium May 10th, 2021

INSIDE CPR documentation

Europacable produces new short video with highlights over the compliance of a CPR cable

With this initiative Europacable highlights the steps that all cable purchasers should follow to be sure that the documentation and label of cables are in full compliance with CPR regulation.

- Watch the video: In this 2-minute video professionals can find a comprehensive guide to check the Declaration of Performance (DoP) and product label.
- Warnings, points of attention and examples – Europacable provides an extensive documentation to support purchasers on CPR compliance.

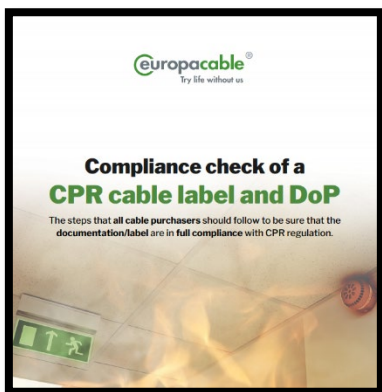


A message from Europacable to every stakeholder

To Distributors: Ask the manufacturers for the DoP of the cables you are about to source and check the label. It is your responsibility to fully transfer these documentations to your customers. It is your role to make sure only full compliant products are sold into the market.

To Contractors: Ask your distributors for the DoP and make sure the products include the correct labels. You are entitled to do so. And, if the distributor is unable to provide them in the form defined by the regulation, there might be problems with the product itself: watch out!

To installers and electricians: Make sure your contractor/distributor sourced full compliant cables you are about to install. Your alert and active role is fundamental for the market.



Compliance check of a CPR cable label and DoP

The guide is available to download on the campaign URL containing examples of labels and documentation, a list of the information to be found and how to check for compliance

The guide also includes the list of notified bodies and reference to all regulation mentioned.

Echoing the campaign: how you can collaborate

Europacable is currently seeking new media options and ways to communicate with installers and specifiers in your market. Let us know if you would like to see the CPR Awareness campaign in any association, publisher, influencer... First step would be to send over this PR to all players in your region, and contact Europacable directly in case of opportunities with some of them

Europacable provides partners with banners and custom material to maximize the impact of your efforts. Please contact Henrique Font to ask for specific sizes or languages

Campaign tracking: A commitment to know where results came from

Europacable is committed to track all users and their sources to be sure to take the best media decisions during the campaign. In order to do so Europacable prepared a specific URL structure to be used with all partners. After the main URL partners should use specific parameters to identify the user's source.

Main URL is, for example:

<https://cpr.europacable.eu/en/compliance-check-video>

Source, Campaign name and Medium are added:

https://cpr.europacable.eu/en/compliance-check-video?utm_source=ASSOCIATION&utm_medium=Email&utm_campaign=Inside2

Replace "ASSOCIATION" with the name of the publisher, association or partner where the link is appearing. If required replace "Email" with the form of content that is being displayed. "Post", "blog", "banner" for example.

Following this structure Europacable will have a complete report to take decisions.

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