

*Your One Source for
Datacom, Security, and
Electrical Solutions*

Delta Non-Standard Length UTP Cable Program

- Reduce Costs and Gain a Competitive Advantage
- Available from World-Class Supplier Partners
- Same Warranty and Packaging
- Inventory Ready to Ship Today

What is WESCO's Delta Program?

A great way to SAVE MONEY and IMPROVE PROFITABILITY purchasing UTP from WESCO!

Our industry-exclusive Delta program is supplied by World-Class Cabling Manufacturers, providing Delta (non-standard) lengths (500'–999') in boxes and/or reels — same packaging; same quality; same warranties.

So What's the Catch? No Catch!

Delta inventory moves fast — it's always first come, first served!



WESCO
DISTRIBUTION®

FAQs

Q: Are the Delta materials returns or leftovers from another contractor's job?

A: *No. All Delta products are brand new from the manufacturer with full warranties, packaged in the same boxes or reels. The only difference is that the lengths vary from 500 to 999 feet versus the 1000-foot standard-length box or reel. Delta lengths exist due to the under- and over-runs that naturally occur in the cable manufacturing process, where a manufacturer ends up with lengths of cable that are too short to make a standard 1000-foot box or reel.*

Q: How are the boxes marked? Does it clearly state the amount of cable in each box?

A: *Boxes are clearly marked by the manufacturer in the same manner as standard-length boxes.*

Q: Will I have additional waste compared to the standard 1000-foot put-ups?

A: *Probably not, but it depends on the job and length of pulls required. Unless you are pulling four 250-foot lengths from a standard 1000-foot box, even with a standard-length box, you will have waste.*

Q: Can I use the same price for all my opportunities/projects?

A: *No. You must call your ISR to confirm Delta inventory availability and pricing, just as you would for any job.*

Non-Standard Length UTP

*from World-Class Suppliers
You Know and Trust*



*WESCO Delta
Supplier Partners*

BELDEN
SENDING ALL THE RIGHT SIGNALS®

Berk-Tek®
A NEXANS COMPANY

COMMSCOPE®

 **General Cable**

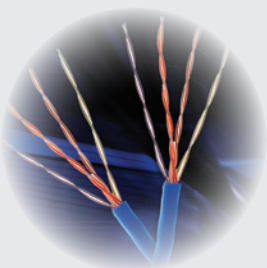
MOHAWK
Cabling Excellence for Open Architecture

 **SUPERIOR
ESSEX®**

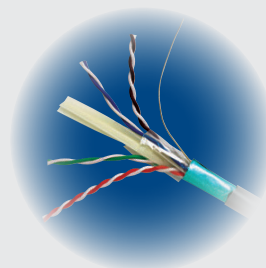
WESCO Delta Products Available to Ship Today



Category 5e



Category 6



Category 6A

Why Non-Standard Length UTP offers a Hidden Opportunity for Contractors

In the world of contracting, there aren't many areas to cut costs that don't negatively impact your quality of work. It's possible to pay your people less while keeping your pricing unchanged to enhance job profits. However, that means using less qualified workers who might take more time to complete every job. A bigger risk is that you may end up with sub-par, low-quality work, which never ends well for you or your customer.

As labor costs are fairly constant, another option contractors have to increase profits is to pay less for datacom solutions or products while keeping pricing unchanged. Again, there are always options to get lower-cost products (for example, purchasing offshore). Some of your competitors have chosen this route. However, many contractors have found that the quality and warranties that they and their customers count on just weren't there. A partnership that lacks a strong relationship and long-term assurances runs the risk of becoming a lose-lose proposition. When it comes down to it, decreasing labor costs and choosing low-cost products both have inherent risks for contractors, integrators, and their customers.



A Low-Risk Way to Increase Profitability

Our data communication solutions support every facet of your network infrastructure needs. Together with our industry-leading manufacturer partners, we can help you meet the demands of your mission-critical systems. Our technical support teams and tenured account managers will assist you with the latest technologies and design expertise.



The Story of Non-Standard Length Cable

As most contractors know, the industry has established a standard length for UTP (1,000'). During the cable manufacturing process, production lines are set up to manufacture UTP cable in 1,000' standard lengths. However, U.S. cable manufacturers are often left with a variety of "short" or non-standard lengths of cable. This can be due to a variety of reasons, including quality checks, shift changes or jacket color changes. When a non-standard network cable length ranges between 500' to 999', it represents a unique opportunity for contractors and integrators. While the manufacturer cannot sell this in the same manner as standard-length UTP, the product is virtually identical to standard-length UTP in every way, except its length and price.



Seeing the Savings in Action

What are the actual cost benefits of using non-standard cable? Let's look at an example. You buy 20,000' of Cat 5e, Cat 6 or even Cat 6A UTP at market rates, so you have a total of 20 boxes. If you purchased non-standard length cable, it's possible that you would have saved \$10 to \$15 per box for the same length of cable. The result is savings of \$200 to \$300 on that purchase alone.

When contractors and integrators consider how much network cable they buy and use on a monthly basis, this adds up to significantly greater profits on virtually every job. Keep in mind, it's the same product from the same manufacturers with the same warranties and packaging as standard-length UTP.



A Unique Opportunity for Reliable Profits

Contractors and integrators are always searching for ways to increase profitability. Incorporating non-standard length cable into your purchasing is a reliable way to reduce costs while still paying your people top-dollar and providing top-quality work to your customers. At any length, we'd call that a win-win.



Non-Standard Length Cable Is Useable for Any Job

If cable lengths aren't standard, can they still be used on your jobs? The answer is a resounding "yes." Think about it—most contractors use non-standard length cable almost every day. If you start a job on day one with standard-length (1,000') boxes, at the end of the day you are left with a bunch of non-standard length cabling. You wouldn't just throw it out, would you?

So, on the second day of any job, contractors are already working with, and installers are staging with, non-standard length UTP cable. The standard-length box, which was purchased at full market price, has now become a non-standard length product. Unfortunately, in this case, you now have non-standard length UTP but paid full standard-length price for it.



WESCO®

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WESCO International, Inc. (NYSE: WCC), a publicly traded Fortune 500 holding company headquartered in Pittsburgh, Pennsylvania, is a leading provider of electrical, industrial, and communications maintenance, repair and operating (MRO) and original equipment manufacturers (OEM) products, construction materials, and advanced supply chain management and logistic services. 2017 annual sales were approximately \$7.7 billion. The company employs approximately 9,000 people, maintains relationships with over 26,000 suppliers, and serves over 80,000 active customers worldwide. Customers include commercial and industrial businesses, contractors, government agencies, institutions, telecommunications providers, and utilities. WESCO operates nine fully automated distribution centers and approximately 500 full-service branches in North America and international markets, providing a local presence for customers and a global network to serve multi-location businesses and multi-national corporations.