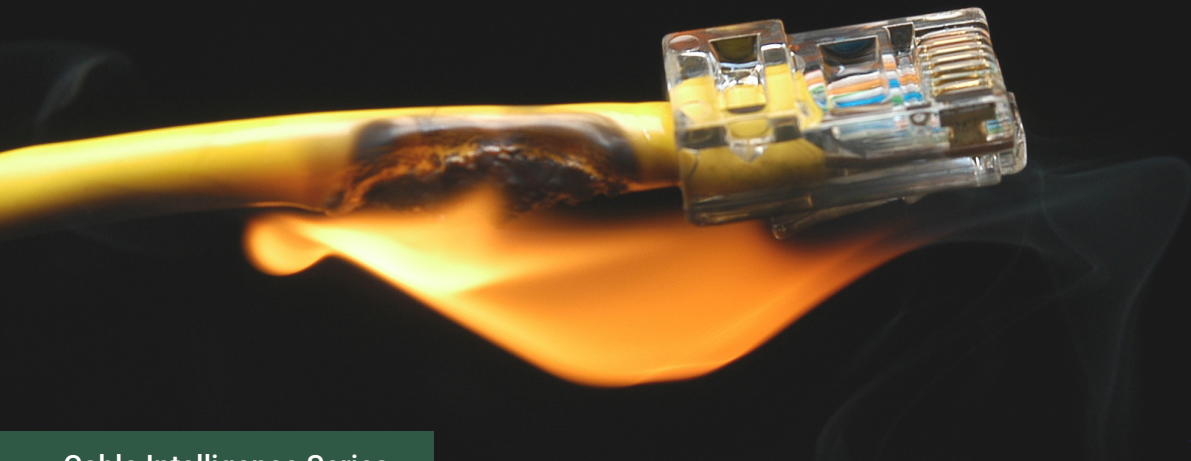


Category Cable: Cutting Copper is Not a Corner You Want to Cut

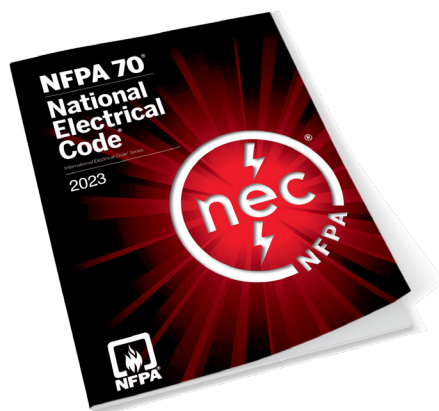
-GENESIS-



Cable Intelligence Series

Pure copper is the most essential component of high-performance category cable. Too often, however, the low price of cable with copper-clad aluminum (CCA) conductors lures dealers and contractors into a risky and regrettable purchase.

Why should you insist on pure copper conductors?



The National Electric Code Requires Copper Conductors

Article 800 of the National Electric Code clearly states, “Conductors in communications cables, other than in a coaxial cable, shall be copper.” Setting aside the superior performance and reliability of pure copper, CCA conductors blatantly violate the code and expose users to an easily avoidable liability.

Copper Conductors Flex and Make Durable Connections

When the blades of an insulation displacement connector (IDC) slice through a category cable’s insulation, the soft and flexible nature of pure copper conductors facilitates a strong and secure connection. CCA conductors, on the other hand, are brittle and lead to an increased possibility of shearing and breakage, which results in poor, unreliable connections.



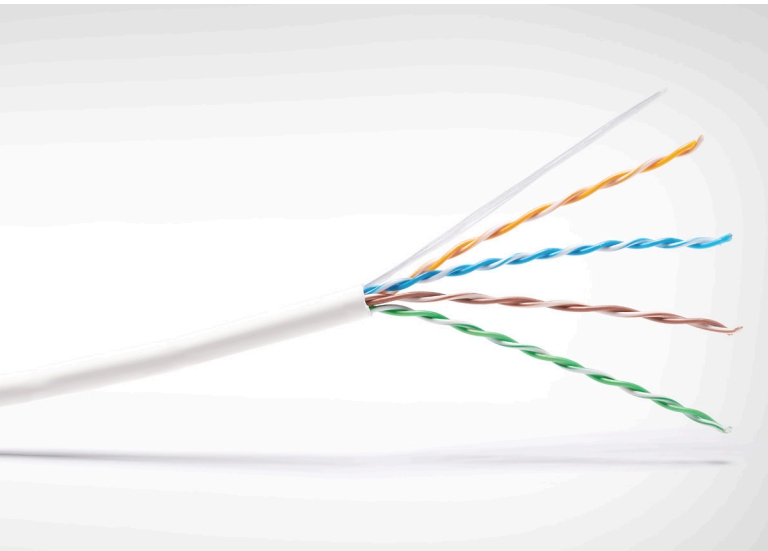
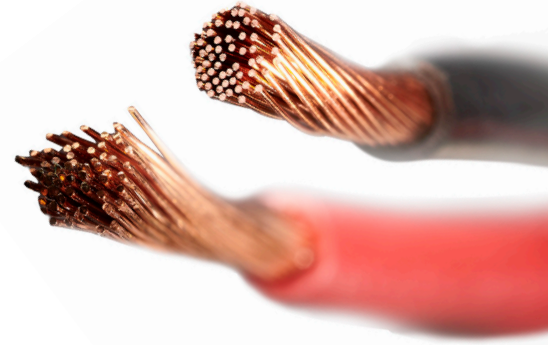


Copper Limits Resistance and Voltage Drop

Copper's low resistance allows category cable to support power transfer in addition to transmitting data. Devices that operate on Power over Ethernet (PoE) depend on a stable power supply with minimal voltage drop. Without a reliable power supply, devices overheat, are unreliable and ultimately fail. CCA conductors exhibit resistance more than 60% higher than that of pure copper. This places undue strain on devices that inevitably leads to device destruction, service calls, and other headaches.

Only Install Cable with Copper Conductors

Don't be fooled by manufacturers who use cheap, substandard materials to cut costs. Although cable with CCA conductors may function initially, it will certainly not operate well for the long term. Don't put your hard-earned reputation on the line, open yourself up to costly rework, or expose your business to a lawsuit just to save a couple bucks.



The Bottom Line

If a category cable's conductors aren't 100% pure copper, just don't use it.

If you ever need assistance or have questions, you can call a Genesis customer service rep at **800-222-0060**. They are available to offer support all day, every business day.

For more information about Genesis Cable products and solutions, follow Genesis on LinkedIn at [linkedin.com/company/genesis-cable](https://www.linkedin.com/company/genesis-cable).