



Cable Intelligence Series

Cheap category cable may appear to be cost-effective, but its dangers significantly outweigh any potential savings. Here are six facts you need to know to drive a greater return on your cable investment.

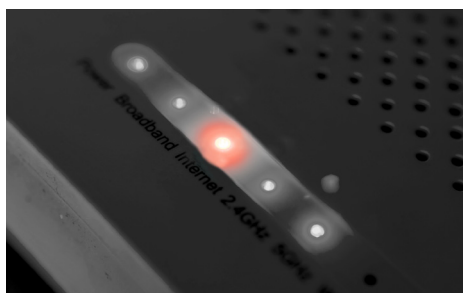


FACT #1: Dishonest Manufacturers Cut Costs & Corners

Some manufacturers cut costs by using low-grade plastic and copper-clad aluminum (CCA) conductors instead of pure copper. Low-grade plastic can break more easily during installations and poses a fire risk, while a lack of copper results in weak connections, higher voltage drop and premature equipment failure.

FACT #2: Cheap Cable is Hazardous to Dealers & Contractors

Dealers and contractors face problems ranging from installation issues to major reputational damage and legal ramifications. The cable a dealer or contractor installs is a direct reflection of their work product and reputation. A dealer or contractor must also understand the quality of the materials installed because legally, they can be held liable for damages caused by cheap cable.



FACT #3: Installing Cheap Cable Puts End Users in Danger

The effects of cheap cable can be frustrating for customers and, in worst cases, deadly. Cheap cable often results in a weak signal and circuit overload, leading to premature device failure. More importantly, in the event of a fire, cheap cable propagates flames and causes incremental smoke, making building evacuation and rescue more difficult.

FACT #4: High-Quality Cable is Listed and Verified by UL or ETL

Verified Cable meets all electrical performance requirements and transmits data at the speed defined by its category. Surface markings on the cable itself indicate a valid product verification.



FACT #5: There Are Other Easy Ways to Identify Low-Quality Cable

Cheap Cable is flooding the market, so the ability to quickly assess products and determine quality is critical.

- If the **price seems cheap**, the quality will be too.
- Pure copper is much heavier than copper-clad aluminum, so a **lightweight box** should also be a warning sign.
- Many overseas manufacturers don't put their company's logo on cable packaging. Choose cable from a manufacturer that proudly displays its company branding.

FACT #6: Genesis Only Sells High-Quality Cable

Genesis manufactures dependable wire that increases customer satisfaction. With the most complete selection, product availability from thousands of locations, same- or next-day shipping, product warranties and customer support, Genesis is the best choice for your investment. **Count on 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).