

Buyer beware: If the price seems too good to be true, it is.

## Counterfeit and cheap, untested cable puts you at risk.

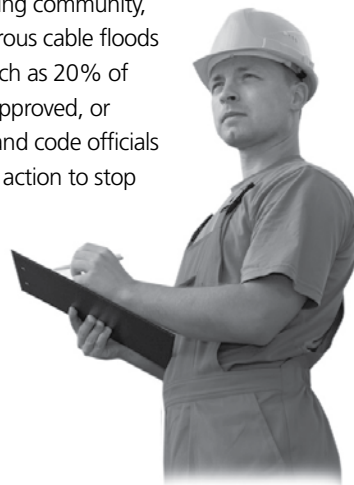
Don't get burned by the short-term benefit of a cheap price.



### Buyer beware—in terms of safety and performance, cheap cable is no bargain.

When you see CATx and fiber cable priced significantly lower than Black Box® cable (or other name brands), put up a red flag. The cable is probably counterfeit or very cheaply made, even if it sports a brand name, UL® number, or ETL logo.

Agencies and associations, including UL® and the CCCA (Communications Cable & Connectivity Association), and the legitimate cable manufacturing community, are not idly standing by while dangerous cable floods the market. It's estimated that as much as 20% of the cable for sale now is unsafe, unapproved, or counterfeit. Agency representatives and code officials are aware of the risks and are taking action to stop it before it stops you. If you're planning to purchase cable, you need to know how to protect your team, organization, and building—literally. When it comes to cable, you really do get what you pay for.



#### Don't pass go.

You can't count on top network performance from counterfeit and low-grade cable. Because the conductors are often not made of copper and the twists aren't done to spec, you may get very poor or bizarre performance, even over short distances. Can you really afford to put your network at risk?

#### Don't play with fire.

Cable counterfeiters are known for passing off riser cable as plenum cable. This is very dangerous because it has little or no heat protection.

Remember the famous MGM fire in Las Vegas in the early 1980s? Combustible materials, including cables, burned with such speed and intensity that 84 people lost their lives. What if counterfeit cable causes a fire or accident where people are hurt or killed? Is that a price you're willing to pay?

### Pro-Tips

#### Signs of counterfeit and cheap cable.

Here are some tips for spotting counterfeit or unapproved cable:

- 1. UL® number:** None, fake, or illegitimate. If there is no UL® number, that's an instant tip-off. Even if there is a number, you can look it up to see if it's legit. And even if it is a real UL® number, it's possible that it was copied from a set of "good" cable and printed on counterfeit cable. UL® also posts alerts on unauthorized numbers and lists verified cabling products on-line. For UL® links, see the reverse side.
- 2. ETL logos.** Counterfeiters use them whether they are earned or not. Ask the seller for the ETL test results and check the ETL website.
- 3. Printing/Legend.** Is the printing poorly done on the box and the cable? Are there any typographical or grammatical errors? Check the UL® logo. It should have the letters UL arranged diagonally (descending left to right) within a circle with a small ® symbol directly below the U (see logo above). Does the cable legend have the proper markings?
- 4. Color.** Does the color match previously bought cable?
- 5. Jacket/construction.** Does the cable look like previously purchased cable? Are the conductors straight or oddly "twisty"? Does the jacket feel like a riser or plenum cable?
- 6. Weight.** If the cable box/spool feels light, compare its weight to cable you know performs up to standard. Counterfeit cable and cheaply made cable often have undersized copper conductors or copper-clad aluminum conductors that don't perform well and weigh half as much as genuine cable.



#### Black Box cable—genuine, guaranteed, independently tested.

When you buy Black Box cable, you buy peace of mind. All Black Box copper cable and our indoor bulk fiber cable is guaranteed for life.

To further ensure you get the real deal, Black Box puts its cable through independent testing. Once a quarter, an Intertek inspector visits Black Box and randomly selects cable and cabling products. This includes all the following: Our GigaBase® CAT5e and GigaTrue® CAT6 Solid Bulk Cable is ETL Verified at the component level. Our CAT5e and CAT6 Channel Solutions (bulk cable, patch cable, jacks, patch panels, wiring block) are also ETL Verified in a LAN environment. In addition, we put our CAT5e and CAT6 plenum and riser cable through independent burn/smoke tests.

Black Box cable is the real deal.

For helpful Web links, see the bottom of the next page.

# Get the real deal on CATx cable.

» Competitively priced. Uncompromising quality.



**Plus, it's guaranteed for life and ETL Verified!**

- ETL Verified performance at the component level.
- ETL Verified performance in a channel solution.
- Independently smoke and burn tested.

## GigaBase® 350 CAT5e Solid Bulk Cable (1000 feet)

(EYN850A-PB-1000 series)

PVC: **only \$104.95.**

Plenum: **only \$229.95.**

## GigaTrue® 550 CAT6 Solid Bulk Cable (1000 feet)

(EYN870A-PB-1000 series)

PVC: **only \$149.95.**

Plenum: **only \$379.95.**

To order, call us at **724-746-5500** or visit **blackbox.com**.

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