

5<sup>th</sup> December 2006

Dear Customer,

**Ref: Changes to Prysmian Cable Markings and Packaging**

As you will be aware, Pirelli Cables became Prysmian Cables & Systems Limited, in July 2005. As part of the sale of the company, Prysmian was granted a license to use the Pirelli name and trademark for a limited time to ease the migration to the new company.

Immediately after the sale, Prysmian changed the branding of the Pirelli packaging to include the Prysmian logo as well. This dual branded packaging has been in the market for around 12 months and has helped customers to identify that Prysmian is the new name for Pirelli Cables. Additionally Prysmian chose to continue marking its cables 'Pirelli' during this time, again to ease recognition.

The licensing agreement under which Prysmian can use the Pirelli name and logo is soon to elapse. In readiness for this the company is producing new packaging for all its cables – branded solely Prysmian. At the same time it will move to marking all of its cables 'Prysmian'. This change will take place on 1<sup>st</sup> January 2007. Due to stocks in the supply chain it may take a period of time for the changes to be visible to customers and end users.

Please can we kindly ask that you update any information you hold on Prysmian cables and packaging accordingly. The attached leaflet illustrates the changes planned.

Yours faithfully



Chris Hamer  
Export Business Manager – Prysmian Cables & Systems Limited  
Mob: +44 (0) 797 1129 547



## PACKAGING AND CABLE MARKING

Please be aware that as of **1<sup>st</sup> January 2007**, Prysmian is making changes to its branding on packaging and cables.

### Packaging

Boxes, hardboard reels and large wooden drums will be marked exclusively 'Prysmian' (instead of Prysmian & Pirelli)

### Cables

All cables will be marked 'Prysmian' (instead of Pirelli)

- > Please update your systems accordingly
- > Changes may take some time to filter into the market
- > Information on new core colours will be communicated separately
- > Should you have any queries, please contact your local office:

### Hong Kong

Mr Stephen Lam  
Regional Manager

Prysmian Cables and Systems  
Room 1010, Lu Plaza  
2 Wing Yip Street, Kwun Tong  
Kowloon, HONG KONG

Tel: (852) 2311 1554

Fax: (852) 2366 1227

[stephen.lam@prysmian.com.hk](mailto:stephen.lam@prysmian.com.hk)

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