



Press release

Nexans rolls out its green drum programme

All new wooden cable drums deployed in Europe are PEFC™ certified

Paris, June 22nd, 2010 – Nexans, the worldwide leader in the cable industry, has further increased the scope of its commitment to sustainable development by implementing its new 'green drum' programme. In this initiative, Nexans is working with its wooden cable drum suppliers to become the world's first cable manufacturer to upgrade to drums holding the PEFC™ (Programme for the Endorsement of Forest Certification schemes) certification.

Nexans has a total population of some 350,000 wooden cable drums in circulation at any one time within the European Union region alone. The drums are designed to be reused a number of times and according to their age and condition, be replaced each year. For all replacements from 2010 onwards, Nexans is deploying only green drums, produced with PEFC™ certified wood and carrying the distinctive PEFC™ logo. The programme relies on the availability of certified wood, and this is why its initial focus is on Europe.

"In our quest for sustainable development, we are able to carry out detailed life cycle assessment of Nexans cables from production to end of life. Now, we are taking the process a stage further to include the cable drums," says Pascal Portevin, Nexans Senior Corporate Executive Vice President. *"The green drum initiative is a perfect example of our desire to involve everyone in the business chain in sustainable development – the drum producer, the cable manufacturer, the distributor and the installer."*

Why use PEFC™ wood?

The Programme for the Endorsement of Forest Certification scheme (PEFC™) is the world's largest forest certification organization. It promotes sustainable forest management - environmentally, socially beneficial and economically viable - through independent third party forest certification. Products carrying the PEFC™ logo provide confidence that the wood-based raw material comes from sustainably managed forests.

Nexans at the core of a sustainable future

In addition to the green drum programme, Nexans is implementing a carbon emissions reduction program of its business flights. More broadly, Nexans' sustainable development policy covers a range of other initiatives such as certified environmental management systems and health and safety program on its production sites. As part of its offer, Nexans provides its customers with solutions for sustainable buildings,

energy efficient datacenter, smart infrastructure management and renewable energies (such as wind and solar power), as well as recycling facilities.

About Nexans

With energy as the basis of its development, Nexans, the worldwide leader in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry, building and Local Area Network markets. Nexans addresses a series of market segments: from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear power, automotives, electronics, aeronautics, material handling and automation.

Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and engagement, and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future.

With an industrial presence in 39 countries and commercial activities worldwide, Nexans employs 22,700 people and had sales in 2009 of 5 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A. For more information, please consult www.nexans.com

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