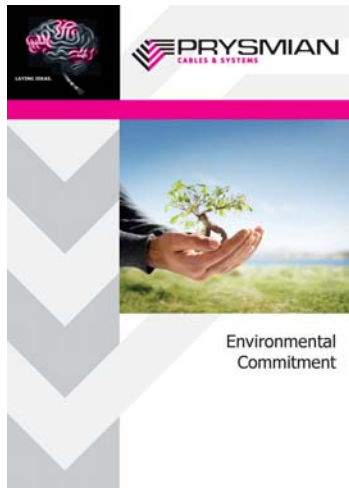




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## PRYSMIAN MAKES CLEAR COMMITMENT



Cable manufacturer Prysmian is leading the way in demonstrating its commitment to the environment with a declaration of the steps the company is taking towards reducing energy use, carbon emissions and waste production at its UK facilities. Full details can be viewed at [www.prysmian.co.uk](http://www.prysmian.co.uk)

“Our customers are increasingly being asked to consider the environmental practices of partners throughout the supply chain,” says Prysmian marketing manager Julie Mould.

“Prysmian has a long track record of continuous improvement in this area and is the only UK cable manufacturer to set out a clear statement of its environmental commitment. In doing this we have also been able to align our endeavours with those of both customers and suppliers.

“As a vital link in the supply chain, the company takes every action to ensure it meets its responsibility to the industry as a whole.”

The cable manufacturer is working on several initiatives with customers and suppliers to ensure combined impact on the environment is minimised, and also works closely with the European Cable Industry body Europacable to reduce the environmentally damaging effects of cable manufacture internationally.

Energy consumption is carefully monitored at Prysmian’s UK manufacturing sites and significant investments have been made by the company in its quest for lower energy per tonne products.

Waste produced as an inevitable consequence of the manufacturing process is identified as one of the biggest impacts that the company can have on the environment and in just two years Prysmian has reduced its waste tonnage sent to landfill by 25 per cent.

Packaging is also a major area of environmental concern and the company has introduced a number of initiatives – such as its free-phone drum collection service – which have reduced its packaging obligations by 36 per cent over a three year period.

All of the Company's UK manufacturing sites operate an Environmental Management System (EMS) certified to ISO14001: 2004. Since 2001 this EMS has been independently audited and certified.

For more information visit [www.prysmian.co.uk](http://www.prysmian.co.uk)

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#### **Note to editors**

A leading player in the industry of high-technology cables and systems for energy and telecommunication, the Prysmian Group is a truly global company with sales exceeding Euro 5 billion in 2008 and a strong position in higher value-added market segments. With its two businesses, Energy Cables & Systems (submarine and underground cables for power transmission and distribution, for industrial applications and for the distribution of electricity to residential and commercial buildings) and Telecom Cables & Systems (optical cables and fibres and copper cables for video, data and voice transmission), Prysmian boasts a global presence with subsidiaries in 38 countries, 53 plants in 21 countries, 7 Research & Development Centres in Europe, USA and South America, and over 12,000 employees. Specialising in the development of products and services designed to meet customers' specific requirements, Prysmian's key strengths include: a focus on Research & Development, the capacity to innovate products and production processes, and the use of advanced proprietary technologies. Prysmian is listed at the Milan Stock Exchange in the Blue Chip index.

Prysmian is a member of the British Cables Association (BCA), which is the trade association for British Manufacturers and Associate Companies manufacturing insulated cables, wires and accessories. For further information please see [www.bcauk.org](http://www.bcauk.org)