

## News & Events

### Draka Included in Leadership Index for Carbon Disclosure Project

The Carbon Disclosure Project (CDP), founded in 2000, represents 385 global institutional investors with more than \$57 trillion in assets under management issued its 2008 information request on climate change data to 3000 companies around the globe. This year the 50 largest companies listed on the Amsterdam Stock Exchange were asked to participate in this voluntary disclosure program for the first time. Draka Holding N.V. decided to participate in this initiative because corporate responsibility is a cornerstone of the company's values.

The 2008 CDP report for the Netherlands was produced by PricewaterhouseCoopers and is supported by the Dutch government.

One of the key findings is that climate change is perceived as a major driver of new business opportunities in areas such as emissions trading and low carbon solutions by a majority of Dutch corporate respondents to the 2008 CDP's questionnaire. In addition, a majority (62%) of Dutch corporate respondents have already implemented greenhouse gas emission reduction plans. PWC scored all responses based on climate change disclosure and governance practices. Companies with leading disclosure practices are included in the Carbon Disclosure Leadership Index. Draka Holding was singled out as one of the 10 highest scoring companies in The Netherlands.

"The invitation to participate in the Carbon Disclosure Project has been an excellent opportunity to participate in climate change disclosure and share our efforts with our stakeholders along with other large companies in The Netherlands. Of course, we are very honored to be included in the Disclosure Leadership Index as a strong performer," said Sandy Lyons, CEO of Draka Holding N.V. "At Draka we believe in a sustainable future.

**We will continue to invest in cable solutions to support the solar and wind industry as well as a commitment to new sustainable design parameters for future cable solutions,"** he continued.



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## Personnel Spotlights Around the World v

### Brasil



**Fernanda Gaibina** is a Sales Analyst for Draka Elevator Products Brasil office. She has been with Draka Brasil since

July 2006 and is based in the Sorocaba facility.

Fernanda is responsible for South American sales for elevator products covering all of the regions where elevator products are sold. Some of her activities include development of new customers and markets, coordination of Customer Service activities, national logistics, and contracts analysis. Fernanda manages the coordination between the plant, distribution and the other departments involved with the sales process until the delivery to the client.

Fernanda speaks Portuguese and English fluently and she has also spent some time living in USA for an exchange program. In addition, she has attended school at the University of Connecticut for a year with focus on business management and communication. Fernanda has recently attended Draka Elevator Products International Sales Meeting in North Carolina representing South America.

Fernanda also holds a Masters of Business Administration from the University Fundação Getúlio Vargas in Brasil. She reports to Roberto Dos Santos who is our South America Sales Manager. Her contact information is: fernanda.gaibina@draka.com.

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## United Kingdom



**Mike Savic** has joined DB Lift Draka Elevator Products as Sales Manager late in 2008. His territory is Northern Europe and

Africa. Mike is based out of our office in Milan, Italy and is originally from the United Kingdom.

Mike's role is to develop business in his territory by working closely with elevator manufacturers, controllers manufacturers, maintenance companies and installers. Mike brings significant lift experience with him as he has worked in several companies that produce items such as power savings devices and traction geared machines. He has also been instrumental in the business development of strategic alliances on a global basis that led to the production of new products.

Mike is fluent in six languages which are English, Italian, Serbian, Croatian, German and Spanish. He reports to Marizio Krsul, EMEA Sales Manager who is also based in our Milan, Italy office.

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## News & Events *continued*

### Burj Dubai Update

The Burj Dubai Skyscraper Project is coming close to completion this year. Otis Elevator Company is supplying 58 elevators to meet Burj Dubai's vertical transportation requirements. In addition to standard traction units, Otis will install 20 of their Gen2™ state-of-the-art machine-room less elevators (MRL), two high-rise double-deck observation lifts, and two service freight cars. The double-deck observatory elevators, capable of accommodating 21 people on each deck, will have the world's highest rise and longest travel distance, and be among the world's fastest at 18 meters per second (40 mph). The 5500kg (12,000 lb) capacity fireman's lift will be the tallest service elevator in the world.

Draka EP has supplied elevator wiring solutions on this project. Custom elevator traveling and hoistway cables were developed to meet the specific needs of the Burj Dubai project. For example, copper/fiber hybrid elevator traveling cables were developed to combine a unique component mix of optical fibers with multiple shielded communications pairs and power conductors. In addition, Draka EP coordinated optical fiber cable requirements with Draka Cableteq to produce stationary cables with a unique combination of fiber types.

At 818 meters, the Burj Dubai Skyscraper has 162 floors. Construction started on September 21, 2004 and is expected to be completed on December 20, 2009. It is currently the tallest building in the world as of July, 2007. It recently topped out its record 818m on January 17, 2009. Draka is proud to be part of this project.



### A Look at Draka Worldwide Distribution – by Douglas Babcock

Draka makes the best traveling cable in the elevator industry. No other manufacturer in the world offers a lifetime warranty on their traveling cable and compensation cable products.

However, Draka's capabilities go far beyond designing and manufacturing the world's best traveling cable. They also have the global resources in place to get that cable - along with a comprehensive portfolio of other elevator products - to virtually any location in the world. And they do it very well.

Draka's worldwide network includes distribution hubs in Canada, Brazil, Italy, Spain, Australia, Hong Kong, Singapore, and China. There are seven distribution points in the United States alone. One of these US distribution points is just down the road from Draka's headquarters in Gold Rock, North Carolina.



I recently had the opportunity to tour the distribution center in Gold Rock with the entire worldwide sales organization. We had sales representatives from Italy, Brazil, China, Hong Kong, Singapore, Canada, and the United States on the tour. I had been to the distribution center many times in the past, but Bill Fassnacht, VP of Distribution, was our guide this time, and I had never had a "formal" tour of the facility. It's an amazing place.

The facility is very large covering over 100,000 square feet. And every square inch of the building is being used. Draka stocks over 2600 unique part numbers on the shelves. Their inventory includes traveling cable, wire rope, load weighing devices, oil buffers, hardware, electrical components, surveillance cameras, metal wireway, limit switches, seismic sensors, etc., etc., etc. If it's used in an elevator hoistway, it's on the shelves at Draka's distribution center.

But the most amazing component of the distribution center is its people. The distribution center is a whirlwind of activity with fork trucks hauling reels and crates, cables being cut to custom lengths, kits being assembled for shipment directly to customer job sites, and metal wireway manufactured from sheets of galvanized steel.

Some of the services the distribution team provides Draka's customers are...

- Cut-to-length services for traveling cable, hoistway cable, wire rope, and compensation cable
- Kitting and Consolidation
- Daily order shipping
- Sub-kitting (with the support of Draka's longtime partner, Tri County Industries)

In 2008, the folks at the Gold Rock facility shipped over 700,000 line items directly to Draka's customers. And they did it with 99-percent on-time shipping! In fact, they will ship next day air on stocked items until 7:00 PM EST. That's terrific customer service.

So the next time you're installing your traveling cable, or hooking up your load weighing devices, or running hoistway cable through metal wireway, think of all the folks in Gold Rock that made sure you received your order correctly and on time.

For a complete listing of Draka's world wide distribution centers visit <http://www.draka-ep.com/company/wwresources.html>.

## All the Products. All the Service. All the World.

### Commerce, California (LA) Distribution

In March of 2009, we will have the grand re-opening of our Commerce, CA warehouse. The warehouse is convenient to Los Angeles and will serve the neighboring cities and business. Draka Elevator Products has done business out of this location for several years, however, with the reopening, we are now partnering with SEES Inc. to bring a more complete line of products. We can now serve the replacement parts market as well as new construction and modernization markets with pit, hoistway, machine room and cab components.

With SEES as our partner, we will have a greater number of replacement parts inventory on hand. We will also expand pickup area and same day service will be improved. We will have new staff that will be able to help with part selection and ordering. The contact information is as follows.

For the Distribution Office - [323-726-2535](tel:323-726-2535)

For SEES, Ray Miller - [800-526-0026](tel:800-526-0026), x137

For Draka, John Compton - [916-354-3337](tel:916-354-3337)

To learn more about SEES products - [www.seesinc.com](http://www.seesinc.com)

To learn more about Draka products - [www.draka-ep.com](http://www.draka-ep.com)

### EESF safety tip:

Cold weather months mean bundling up. Shoe laces are not the only items that can get caught in an escalator. Be mindful when wearing long coats and scarves on escalators.

### Draka Website Forum Coming Soon

Draka Elevator Products will be releasing our new Forum on our website during March 2009. The forum will be a place where industry professionals can gather to ask questions of one another and freely discuss products and techniques. It can also help you find that part you have been looking for or just get a technical question answered by peers and colleagues.

Registration is simple and free. When you receive an email that our forum is up and run-

ning, just go the URL provided to sign up. Once you have a userid and password, you'll be able to use the forum whenever you wish.

There will also be a specific area to "Ask Draka" questions. We hope that you will find the forum useful and enjoy communication with industry experts like yourselves. Look for the email invitation to register or check our website around March 15 to get started.



## New....Wire Rope Installation Guide

The Draka Elevator Products Wire Rope Installation Guide (Pocket Book) is now available. It is the fourth book in the popular series of installation guides that are perfect mechanic companions or to receive a basic understanding of "how to" install the product.

The "Wire Rope Installation Guide" follows our "Round Traveling Cable" (red book), "Compensating Cable" (blue book) and "Flat Traveling Cable" (orange book) installation guides. The new wire rope installation guide is easily noticed as the green book.

All of our installation guides are online and available at <http://www.draka-ep.com/support/installguide.html> or you can contact your sales representative for your own copy to have with you on the go.



## Draka Announces the Availability of our website in Portuguese

Last December, Draka Elevator Products announced the availability of its website in the Portuguese language.

It is accessible from the English page under the "Home" menu item by clicking "Pagina Inicial," Or by selecting "Português" from the language bar at the top of your screen; Or by selecting the Brazil flag at <http://www.draka-ep.com/splash.html>

## SAP Update at Draka

Our SAP Project "Elevate" continues to move forward with an excitement building at Draka Elevator Products. Our launch date for going live is now targeted at April 1st, 2009. Prior to this time, we will advise our customers about any details which may be required to communicate. We appreciate your understanding as we go through this transition.

The Project "Elevate" team at DEP is busy working on the final steps of our move to SAP. We are in the final stages of testing custom functions that will accommodate special customer ordering requirements. We also recently started end user training, which will involve over 200 employees and thousands of man-hours. All efforts are on track for an April 1st cutover date.



## Turkey

DB Lift Draka Elevator Products is happy to announce the addition of **Mustafa Uçar** as Sales Manager for the Turkish & Middle Eastern elevator market based out of Istanbul, Turkey.

After Mustafa's apprentice years at import, export, sales and logistics departments in the automotive and textile industries, he started working for an elevator components factory as a marketing and sales development manager since 2001. During this

period, Mustafa has gained very good experience and knowledge for elevator components, complete elevator systems and



elevator kits. He has also organized all marketing and sales activities in the domestic and international markets.

Mustafa will report to Marizio Krsul, who is our EMEA Sales Manager based out of Italy. Mustafa will be spending the next several months getting to know his customers in Turkey and the Middle Eastern Countries.

## Products

### Power and signal/shielded pair combinations

Everybody in the elevator industry knows that Draka designs and manufactures one of the most trusted brands of cable in the world. Whether it's round traveling cable, flat traveling cable, hoistway cable, or compensation cable, Draka's products meet the very highest of quality standards. In fact, our round traveling cable, hoistway cable, and Whisper-Flex and Steadi-Flex compensation cables are sold with a lifetime warranty. How many other cable manufacturers can say that?

But did you know that you can purchase direct matched sets of traveling and hoistway cable from Draka? All cable connections are consistently identified using numbers and colors to ensure trouble-free, accurate wiring installations. This means you save time and money during installations and may help facilitate easier troubleshooting.

So check out our offerings for a traveling cable/ hoistway cable set that meets your requirements. Or call us to specify your own custom requirements. You'll be glad you did.

## Canada



**Greg Suwala**  
Accepts  
Canadian  
Sales  
Manager  
Role

Draka is pleased to announce that **Greg Suwala**

of our Canadian organization has accepted the position of Canadian

Sales Manager effective January 8, 2009. Greg will remain the Officer of our Canadian operations in Brantford, Ontario and will be reporting to Jean-Pierre Lapointe.

Greg brings management and technical skills along with enthusiasm to his new position. He will be responsible for sales and market development throughout Canada for both the Elevator and Industrial divisions. Richard Dufresne will be reporting to Greg.

Greg's leadership and sales experience is greatly welcomed to this position.

We look forward to the continued success of our Canadian organization under Greg's management.

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## Hoistway Cable/Traveling Cable Matched Pairs

Hoistway Cable				Traveling Cable				Number/Type - Size Conductors & Shielded Pairs
Part Number	Product Code	Cable Nom OD (in - mm)	Cable Net Weight (lbs/kit - kg/km)	Part Number	Product Code	Cable Nom OD (in - mm)	Cable Net Weight (lbs/kit - kg/km)	
18-57X-42	CWOJ57	1.08 - 27.0	652 - 970	18-X57-13	CSX57-6	1.53 - 39.0	1144 - 1702	4/14 AWG - 2.0mm <sup>2</sup> 40/18 AWG - 0.75mm <sup>2</sup> 6 sh. Pairs/20 AWG - 0.5mm <sup>2</sup> 1 coax/RG6/U
18-661-42	CWOJ71 600V	1.18 - 30.0	816 - 1214	18-661-12	CWS71	1.39 - 35.0	1140 - 1696	6/14 AWG - 2.0mm <sup>2</sup> 61/18 AWG - 0.75mm <sup>2</sup> 2 sh. pairs/20 AWG - 0.5mm <sup>2</sup>
18-X77-42	CWOJ77	1.22 - 31.0	831 - 1237	18-X77-13	CSX77S-6	1.52 - 39.0	1269 - 1888	4/14 AWG - 2.0mm <sup>2</sup> 60/18 AWG - 0.82mm <sup>2</sup> 6 sh Pairs/20 AWG - 0.5mm <sup>2</sup> 1 RG6 Coax
18-58L-42	CWOJ58LO	1.17 - 30.0	649 - 966	18-L58-12	CWS58LO-1/4	1.510 - 38.4	1125 - 1674	4/14 AWG - 2.0mm <sup>2</sup> 40/18 AWG - 0.82mm <sup>2</sup> 7 sh Pairs/20 AWG - 0.5mm <sup>2</sup>
18-83X-42	CWOJ83	1.54 - 39.0	1119 - 1665	18-083-13	CSX83	1.92 - 49.0	1808 - 2690	20/14 AWG - 2.0mm <sup>2</sup> 35/18 AWG - 0.82mm <sup>2</sup> 13 sh Pairs/20 AWG - 0.5mm <sup>2</sup> 2 RG6 Coax

Note: Unless otherwise noted, all cables are rated for 300V.



**For more information,  
contact Draka at  
2151 North Church Street,  
Rocky Mount, NC 27804;  
toll free: (877) 372-5237;  
fax: (252) 972-6001; or  
visit their website at  
[www.draka-ep.com](http://www.draka-ep.com).**

## Upcoming Industry Events

### Upcoming Lift Expo in Istanbul, Turkey

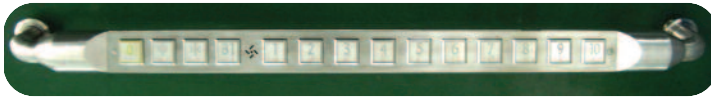
This coming April, Draka Elevator Products will be exhibiting at the Asansör Istanbul 11th International Lift Expo in Istanbul, Turkey. The exhibition is to be held from Thursday, April 9 to Sunday, April 12. Our Turkish sales team of Ismail Kosovali and Mustafa Uçar will be present to meet our customers and demonstrate our new products. In addition, some of our regional partners will also be present to assist with our customers needs.

There will be plenty of new products on hand, with lots of information and literature. Please stop by to receive a gift and spend some time to meet our team. We look forward to seeing you in Istanbul!



## New Products

Draka recently released a newly designed handicap COP for distribution



throughout Asia, South America, and Europe. The new COP doubles as a handrail making entering and exiting the elevator easier – and safer – for handicapped passengers. The COP is available with either round or square Braille buttons. It is also available in two different finishes; mirrored silver or brushed silver.

Draka has also recently released a new elevator button for distribution throughout Asia, South America, and Europe. The button features a mirrored bezel and Braille markings. The rated voltage is 24VDC+/-10% with a rated current of <40mA. This new button is only the latest addition to Draka's expansive selection of buttons which include round buttons, square buttons, and heat-sensitive touch buttons.



# Draka

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