

Prysmian Group Introduces New Logo for CAROL[®] Product Brand

Highland Heights, KY – 11/05/2020

For over 70 years the CAROL[®] brand has stood for the uncompromising quality and durability of wire & cable products. Now, as part of the Prysmian Group family, CAROL[®] will retain that legacy with an eye on the future, as a premium brand with a full portfolio of cord, cordset, electronics wire & cable and datacom products.

As part of our constant evolution, Prysmian Group is proud to present a re-styled CAROL[®] logo. Our new logo is more than a striking graphic image – it's a sign of our continuing commitment to one of the most respected brand names in the industry. The logo represents the quality, durability and reliability you have come to expect from Prysmian Group.



The updated logo represents our strengthened commitment to this valued brand and its customers. You will see the same premium quality products, backed by an unmatched global team of technical and service experts along with enhanced digital resources to help you take maximum advantage of the CAROL[®] products you rely on.

Product Offering:

- Cord & Cordset Products – CAROL[®] line of cord products are available today for commercial, industrial and specialty applications. Our contractor-grade extension cords, specialty cords, utility lights and accessories provide power for tools and equipment and temporary power on residential, commercial, healthcare, construction sites, entertainment venues and industrial job sites.
- Electronics Wire & Cable – CAROL[®] offers the most comprehensive line of Electronics products developed for signal & data transmission, security, fire alarm & life safety, professional audio & video, and industrial automation & communications.
- Datacom Products – CAROL[®] datacom cables distribute information through communication networks and are available in a variety of performance levels, including Copper Category 6A 10 Gig, Category 6, Category 5e and Category 3 cables.

Prysmian Group is committed to developing, producing and marketing products that exceed the performance, quality, value and safety requirements of our customers, whether it's through our focus on customer service, continuous improvement and manufacturing excellence, or the development of new and innovative products.

View full CAROL[®] Cord & Cordset product offering: <https://generalcable.com/na/us-can/products-solutions/industrial/portable-and-temporary-power-cords-1>

View full CAROL[®] Electronics Wire & Cable and Datacom product offering: <https://generalcable.com/na/us-can/products-solutions/communications/electronics-cable>

About Prysmian Group North America:

Based in Highland Heights, KY, Prysmian Group North America operates in the United States and Canada. In July 2018, the Group finalized the acquisition of General Cable resulting in combined operations that include 23 plants, 6 R&D centers and over 5,800 employees. In 2018, Prysmian Group North America's combined net sales totaled \$4 billion. The Group is strongly positioned in high tech markets and offers the widest possible range of products, services, technologies and know-how. A world leader in the design, manufacture and sale of wire and cable products, Prysmian Group North America's business units include power distribution, specialty, telecoms, trade & installers and energy projects (HV). Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at na.prysmiangroup.com.

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