



Maser Communications (UK) Ltd

Industrial Cable News

New Member of Staff to the Maser UK Team

Tony Muller has recently joined Maser in the U.K. to add to the dynamic high quality and professional sales team. After starting out in the cable industry with Volex in 1970 he helped to establish Volex/Raydex as the UK specialist cable manufacturer and to launch, among other products CT100 now universally recognised as the byword for quality TV coaxial. In 1991 Raydex acquired Fothergill Cables leaders in the production of high performance specialist cables for the Industrial, Aerospace and Defence markets. Raydex were bought by CDT in 1995 and CDT were subsequently merged with Belden during 2004 to form the largest global electronic cable manufacturer. Tony Muller brings with him his considerable experience in the area of electronic cables from Volex, Raydex, CDT and Belden and we wish him every success.

Tony Muller is based in the South West and can be contacted by email at: tony@masercomms.co.uk or Mobile 07872346443



Alpha Wire delivers reliable high-speed data transmission in medical applications

Leading supplier of advanced solutions and service in wire, cable and tubing, Alpha Wire International has announced that its dedicated range of unparalleled high-performance cables, XTRA•GUARD®, have been designed to provide effective and reliable performance with the medical sector in mind. Today's infinitely more complex control systems incorporate higher transmission and switching speeds and require a new generation of performance cable that are designed to perform in this demanding environment. A specifically formulated PVC compound jacket designed to significantly extend the life of the cable forms the foundation of this performance.

XTRA•GUARD® 1 is a high performing cable designed for internal or external electronic wiring applications.

It features a unique premium grade PVC insulation jacket that gives prolonged life endurance characteristics because of its toughness and unsurpassed flame and moisture resistance.

Similarly, the XTRA•GUARD® high-flex mini diameter data cable has been designed to give extremely high performance in applications where a single flex or continuous rolling motion is to be endured. The cable has been rigorously tested to six million flex life cycles to ensure that it is able to meet the rigors of a demanding flexing environment. The perfectly round geometry of the cables ensures a liquid tight installation and the premium grade PVC jacket enables easier routing of the cable, especially in tight spaces. This makes it ideal for machines and equipment that require cabling to be routed through C-tracks.

Harry Quinn, European sales manager for Alpha Wire International, summed up why getting the correct cables specified was so important: "Selecting the correct cables for critical applications is essential to overall system reliability, performance and safety. It's also crucial that this selection is made from the outset to avoid cable failure, which could be disastrous for equipment such as MRI scanners where mistakes are just not an option. By understanding what our customers need and what will be required as technology moves forward we can ensure that XTRA•GUARD® cables will continue to protect installations and deliver tangible results".

Alpha Wire website www.alphawire.com

In Brief

- **A Simple Guide to Profinet Systems:** Want a comprehensive guide to what profinet systems are all about? Visit www.masercomms.co.uk in the news section to find out more
- **NEW Belden European website:** Belden has recently launched a new European website. Visit the Maser UK website for further information www.masercomms.co.uk
- **Receive your newsletters by email rather than post!** Write an email to sales@masercomms.co.uk with "change to email" in the subject
- If you think a colleague would like to receive copies send their details to sales@masercomms.co.uk

Volume 1, Issue 5
Spring 2007

**Maser UK
Special Product
Offer!**

1855ENH

**Belden UK Spec
Standard HD
Coax LSOH in
5 Colours**

BELDEN
SENDING ALL THE RIGHT SIGNALS

Price per metre

£0.33p

**For further
information contact a
Maser sales
representative today!**

**Call us today to discuss
your ongoing
requirements**

Ph: 01427 875 115

Fax: 01427 875 311

Email:
mark@masercomms.co.uk
matt@masercomms.co.uk

Website:
www.masergroup.com



Maser Group News

About Us

Established in 1983, the Maser Group has grown into a multi-national company with offices in Australia, New Zealand, UK and France.

Maser Communications (UK) has been chosen by Belden as their UK partner and specialist "Master distributor" for the supply of their extensive range of cables to the Broadcast and Pro-Audio/Video markets in the UK and the Republic of Ireland in 2000.



Volume 1, Issue 5
Spring 2007



NEW Maser UK Online Cable Website

Maser Communications (UK) Ltd has just launched a new online cable website www.masercable.com

The Masercable website is designed as a free online resource, assisting customers to find exactly what they are looking for, whether it is a specific product, a product range, or just information on Maser's suppliers. This new website allows customers to search for products whether they know the manufacturer, part number or just know the type of product they are looking for.

Up to date product news and industry news, as well as monthly special product offers are also included on the website.

www.masercable.com is a quick, easy solution to solving your cable requirements, take a look today!

Latest Acquisitions by Belden

Belden announced last month that it they have completed their acquisitions of two prominent international companies with products that fit directly into their strategic plan.

Hong Kong based LTK Wiring manufactures a range of cable solutions including UL-compliant internal wiring for electronic devices, coaxial cables for wireless equipment, internal A/V products and specialist automotive cabling.

Hirshmann Automation and Control produces industrial Ethernet and connector solutions. Industrial Ethernet is an open system for digital communications on the factory floor and in other rugged, demanding environments.

By adding these companies to their portfolio, Belden is able to expand their connectivity portfolio, provide more solutions to the industrial market and open opportunities in the wireless and fibre optic component manufacturing fields.



Cable Solutions



Cable Solutions



TROMPETER
a STRATOS company

Connectivity

Maser Cable Australia—New Structure

Due to the continual growth of Maser, globalisation of the business has become timely to regionalise our cable operations between Australia and New Zealand.

Maser are increasingly working with customers who have cross Tasman operations, as a result it was beneficial to create a regional structure for its cable operations. This new structure will allow Maser to increase its range and diversity of stock, improve the overall level of technological support and expertise as well as streamline Maser's logistics operation to provide more timely delivery to its customers.

Heading this new structure will be Ross Patterson (formerly General Manager for Maser New Zealand) as General Manager of the cable operation throughout Australia, New Zealand and the Pacific Islands.

Maser France New Partnerships with Draka & Lapp

Maser Communications France is pleased to announce two new partnerships, one is with Lapp France for their range of Industrial Automation Cables and the other is with Draka Comteq France to stock and distribute their range of high quality Audio/Video Cables.



The Lapp Group is a global supplier who offers a complete range of cable products for the Process Control and Automation Markets. The Draka Group is also a global supplier who offers a complete range of cable products for the professional Broadcast, Audio and Video installer. These new partnerships will allow Maser to expand its market presence as a specialist cable distributor in the South of France.



Contact Details

UK South Office:

Office A4, Unit B1
Knowle Village
Business Park
Mayles Lane,
Knowle, Fareham
Hants PO17 5DY
Ph: 01329 835 480
Fax: 01329 835 490
Email:
sales@masercomms.co.uk

UK North Office:

The Manor Court House
The Market Place, Epworth
Doncaster DN9 1EU
Ph: 01427 875 115
Fax: 01427 875 311
Email:
sales@masercomms.co.uk

Web: www.masergroup.com