

Excel Delivers Without Compromise

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6th October 2011, Excel Networking Solutions, the copper and optical cabling infrastructure provider has been updated with a new brand, more clearly reflecting Excel as a world-class premium performing end-to-end infrastructure solution, designed, manufactured, supported and delivered – without compromise.

Excel was launched 14 years ago and since then the brand has gone from strength to strength and is now credited as the 3rd largest cabling supplier for 2010 as reported in the latest BSRIA UK Market Report. Excel also recently won the Network Computing 'Cabling Supplier of the Year 2011' Award providing yet another notable acknowledgement to the success of the brand, the brand is now present in over 28 countries throughout EMEA, a number that is growing each quarter.

Andrew Percival, managing director commented "The Excel range has expanded significantly over the years and has over 1628 products in the portfolio including recently introduced solutions such as intelligent infrastructure management (IIM), pre terminated high density MTP fibre, blown fibre and Intelligent Power Distribution Units. With such significant product development, growth in market share, and independent recognition through awards, we felt it was time to give the look and feel of the brand a refresh. Working with a branding specialist, we undertook extensive research with staff, customers, end users, main contractors and consultants and the end result has been a completely fresh and new look, which better reflects this 'world-class premium performing end-to-end infrastructure solution'.

Percival continued 'The Excel re-launch isn't just about a new look and feel to the brand it's the ethos behind everything that we do. Without compromise defines our approach to every element of the brand from quality, design and performance of the products, through to our exceptional customer service and accredited partner programme and of course continuous improvement and development.

Percival concluded "In line with the brand changes we have completely updated and rewritten the Excel Partner Programme, which includes the addition a new level of 'Excel Solutions' partner (ESP) and far more emphasis on continual learning to our partners via online and classroom style training, to ensure the end user customer receives not only the best products, but the best experience from start to finish."

The Excel re-fresh takes effect immediately and includes a new website, marketing literature, marketing campaigns and partner briefing events.

For more information visit www.excel-networking.com

Further Information:

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