

Nexans presents MOBIWAY POP, a revolutionary cable-pulling solution to take care of installers

PRESS RELEASE

- Nexans presents MOBIWAY POP, a revolutionary solution on the French market, which simplifies the transport and pulling of H07V-U wires for domestic and industrial electrical installations.
- MOBIWAY POP is efficient, ergonomic and shortens cable-pulling time by 36%. Its design improves handling convenience while reducing discomfort by 67% and keeping work areas tidy and safe for installers.
- MOBIWAY POP is the first all-cardboard system, reflecting Nexans' strong commitment to sustainability in general and reducing plastic waste in particular.

Paris, November 4, 2024 – Nexans, a leader in the design and manufacture of cable systems and services, is proud to announce the launch of a new solution, **MOBIWAY POP**. A first on the market, MOBIWAY POP addresses growing demand for efficiency and comfort during electrical installation work by facilitating the transport and pulling of H07V-U wires in residential buildings.

MOBIWAY POP comes with a revolutionary vertical spool that is easy to transport and handle with a reusable tool. It thus enables installers to optimize their time at work, spend less time in uncomfortable positions and make last-meter connections more conveniently.

With MOBIWAY POP, installers can pull up to six cables simultaneously. The cables stay straight and unreel smoothly to avoid spiraling, thus reducing physical fatigue and shortening cable-pulling time by up to 36%. The solution also helps to make work areas safer: as it keeps the surroundings tidy and organized, it reduces the risks of tripping and falling, increasing safety as well as practicality for the sector's professionals.

The tool is made in France with more than 70% recycled materials. The spools, which are manufactured at Nexans' plant in Autun, are made with fully recyclable cardboard and use no disposable plastic.

MOBIWAY POP reflects Nexans' strong commitment to reducing plastic waste and enhancing sustainability. Its approach is unrivalled on the market and combines performance, safety and environmental protection, redefining electrical installation standards and positioning Nexans as a leader for responsible innovation.

Marie de Williencourt, Chief Marketing & Innovation Officer, remarks: *"With MOBIWAY POP, what we want to do is support installers by offering them solutions that combine innovation and sustainability—and are made in France at our plant in Autun. This solution ensures unsurpassed working conditions because its unique design optimizes efficiency on the job and its ergonomic build makes everyday life*

easier for installers. Nexans, which is electricians' favorite brand in France¹, is proud to supply them with tools that fit their needs as closely as possible.”

Alain Cornelis from Elektric'Al tested MOBIWAY POP before its release and reports: “The MOBIWAY POP tool and its 100-meter spools are extremely practical. They avoid the ‘pigtail’ effect: the cable comes off nice and straight before it goes into the duct. Pulling is really easier, so it saves a significant amount of time.”

Soizic Berthelot, an ergonomist, worked with Nexans to measure the advantages associated with MOBIWAY POP. She states: “The figures speak for themselves. The French health insurance system’s 2023 statistics show that 90% of musculoskeletal disorders come from construction work. They principally involve lower-back, middle-back and neck pain. We are also seeing a lot of shoulder disorders. It’s hard to correct work positions but we can offer tools that are more suitable, more ergonomic. MOBIWAY POP from Nexans is a typical example of that.”

Nexans places research and innovation at the core of its strategy, and develops solutions to make installers’ jobs easier. These include a cable dimensioning tool (EASYCALC) available online and on the Nexans APP, markings telling installers at a glance how much cable is left on the spool, color coding enabling them to rapidly identify a cable’s section (DISTINGO) and white rectangles where they can mark each cable’s purpose (NX TAG). The MOBIWAY MOB range, comprised of spooling systems on a tripod with anti-skid pads for easier pulling, has been making installation sites safer for over five years.

The new MOBIWAY POP range is one step further in the same direction: it makes everyday jobs easier for installers and takes care of their health.



Watch the MOBIWAY POP [video](#)

¹ According to an Ipsos survey for Nexans, in July 2024, among 600 electricians in France and three other European countries.

About Nexans

For over a century, Nexans has played a crucial role in the electrification of the planet and is committed to electrifying the future. With approximately 28,500 people in 41 countries, the Group is paving the way to a new world of safe, sustainable and decarbonized electricity that is accessible to everyone. In 2023, Nexans generated 6.5 billion euros in standard sales. The Group is a leader in the design and manufacturing of cable systems and services across four main business areas: Power Generation & Transmission, Distribution, Usage and Industry & Solutions. Nexans was the first company in its industry to create a Foundation supporting sustainable initiatives, bringing access to energy to disadvantaged communities worldwide. The Group is recognized on the CDP Climate Change A List as a global leader on climate action and has committed to Net-Zero emissions by 2050 aligned with the Science Based Targets initiative (SBTi).

Nexans. *Electrify the future.*

Nexans is listed on Euronext Paris, compartment A.
For more information, please visit www.nexans.fr

Contacts:

Communication

Mael Evin (Havas Paris)

Tel. +33 (0)6 44 12 14 91

nexans_h@havas.com

Emmanuel Guinot

emmanuel.guinot@nexans.com

Emmanuelle Guy

emmanuelle.guy@nexans.com

