

## EXZEL Video Script

Draft 4 - FINAL  
1 July 2016

	<b>Audio</b>
1.	<p><i>Music light and purposeful.</i></p> <p>Narration:</p> <p><b>EXZEL<sup>®</sup> High-Endurance Electronic Cables are engineered for extreme environments where unparalleled performance is critical and cable failures are not an option.</b></p>
2.	<p><b>It's a cable that withstands Cruel and <u>Usual</u> Punishment . . .</b></p>
3.	<p><b>Offering superior jacketing reliability even in the harshest environments where substances often attack conventional PVC electronic cables.</b></p>
4.	<p><b>General Cable's Carol Brand EXZEL cable is precisely manufactured in America in a world class ISO environment.</b></p>
5.	<p><b>And is designed with premium-grade materials and advanced shielding technology that offers exceptional quality, performance and dependability.</b></p>
6.	<p><b>The innovative Dual Foil Shield design significantly reduces electromagnetic and radio frequency interference versus traditional single-foil tape designs.</b></p>

7.	<b>And makes EXZEL ideal for Medical, Process, and Measurement Instrumentation.</b>
8.	<b>EXZEL's resilient construction and TPE jacket withstand extreme temperatures and chemicals.</b>
9.	<b>The increased jacket durability provides additional mechanical protection and makes it crush resistant.</b>
10.	<b>Yet the physical qualities combine to offer a nimble, high performance, flexible cable engineered to handle repetitive use and duty cycles.</b>
11.	<b>Carol Brand also offers EXZEL cables in a Low-Smoke, Zero-Halogen construction.</b>
12.	<b>Halogen free jacket compounds won't transform into toxic and corrosive particulates during combustion or decomposition in landfills . . . safer for you and better for the environment.</b>
13.	<b>EXZEL is also REACH, RoHS and WEEE compliant.</b>
14.	<b>The cable can also be customized to meet your unique real-world applications.</b>
15.	<b>All EXZEL cables are printed with the time saving Tru-Mark Sequential</b>

	<b>Footage Marking.</b>
<b>16.</b>	<b>And Carol Brand's inventory support program and highly skilled staff are behind every EXZEL product.</b>
<b>17.</b>	<b>Cable choice matters ... and when cable failure is not an option, choose General Cable's EXZEL® line ... designed for Cruel &amp; Usual Punishment.</b>
<b>18.</b>	<i>Music up and out.</i>