



## A Ukrainian manufacturer of telecommunication and power cables



General Director  
Dmitry Iorgachov

**T**he history of Odeskabel begins in 1949. Today the company, headquartered in Odessa, is unquestionable leader in the production of communication cables in Ukraine and one of the leading cable factories in the CIS countries. Its products range includes communication cables and wires, fiber-optic (FOC), LAN, as well as radio frequency cables. Odeskabel exports its products to CIS countries, European Union and Africa. Currently, the company employs 1,000 people. During the years of its existence, the company has been granted numerous awards and titles proving its leading position in the industry.

### History

In 2014, the company will have 65 years. Throughout these years, the factory has developed steadily, avoiding the impact of the crisis and political events in the country. One of the most important periods in the company's history was 1990, when production of fiber-optic cables begun. Odeskabel was initially focused on the production of telecommunication cables and supplied with copper communication cables approximately 45 percent of the residents of the former Soviet Union. It was the only company in the vast territory of the country to produce up to 2400 pair copper cable. Therefore, launching of the newest technology of production of fiber-optic cables was a significant breakthrough not only for the plant but for Ukraine as a

whole. 1998 was the year of a complete focus on the quality of products, development and implementation of quality management system ISO 9002:94 and in 2002 – the quality management system ISO 9001: 2000, strictly regulating the entire production process. In 2001, Odeskabel launched the production of LAN cables for structured cabling systems (SCS), the only one in Ukraine to this day. In terms of the range of offered LAN cables, Odeskabel is the leading company in the CIS countries. In 2007, the company launched a new plant for the production of medium voltage power cables with the use of silane crosslinking polyethylene and, as a result of this, the range of power cables increased. Today, Odeskabel offers the group of power cables up to 35 Kv.

### FACT BOX



#### FULL NAME:

Odessa Cable Plant „Odeskabel” PJSC

#### GENERAL DIRECTOR:

Dmitry Iorgachov

#### OPERATIONS:

Telecommunication & Electric cables

#### ESTABLISHED:

1949

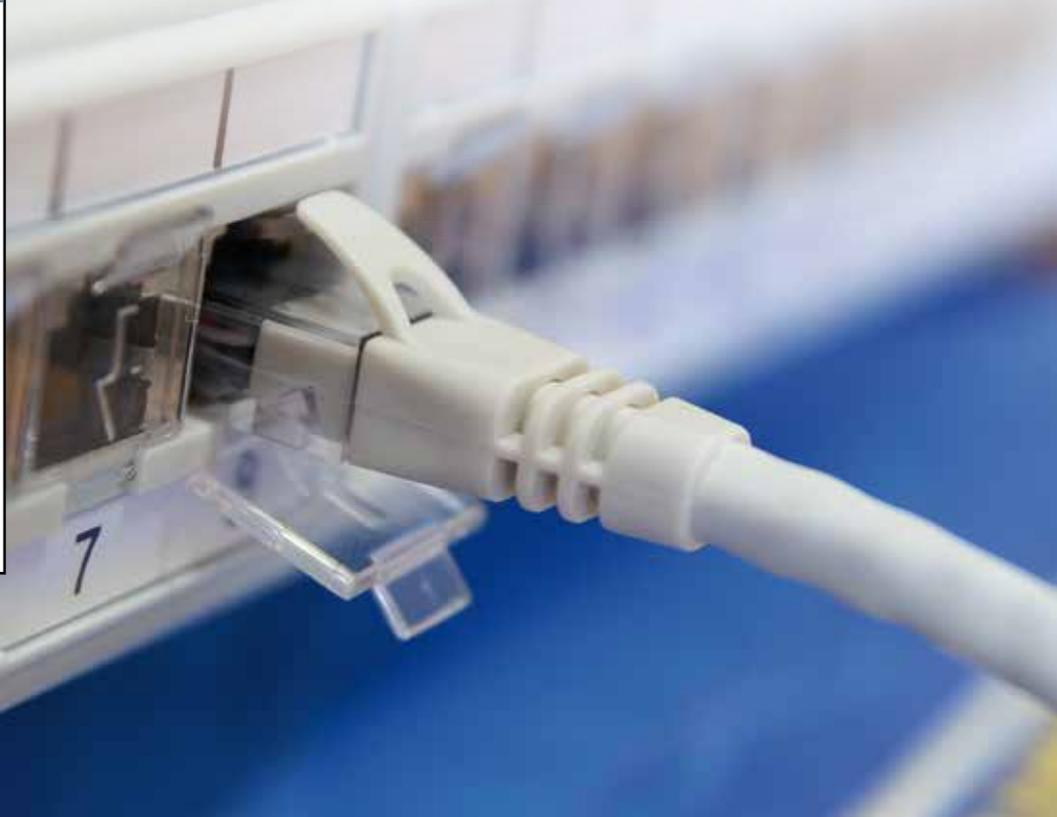
#### EMPLOYEES:

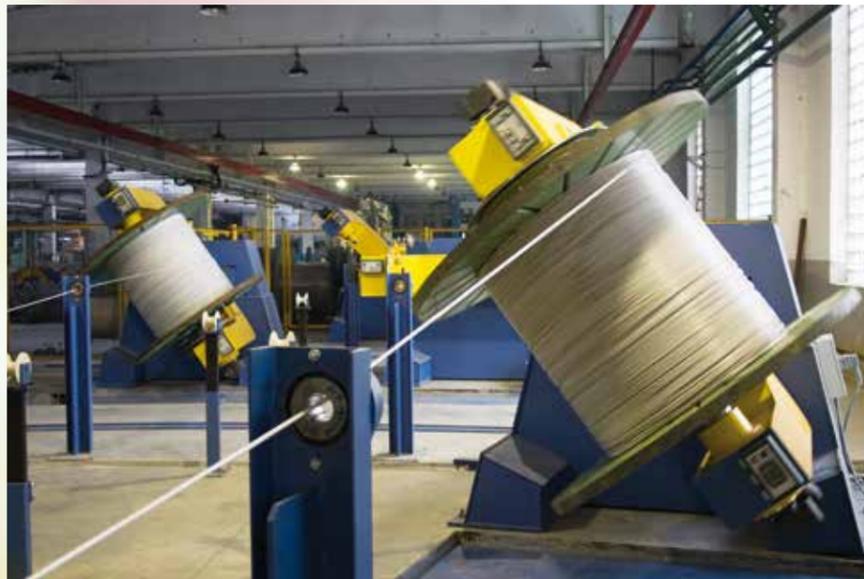
about 1000 people

#### TURNOVER:

56,264 mln. EUR

[www.odeskabel.com](http://www.odeskabel.com)





### Strategic potential

The company's success depends on its efficiency and timely release of new lines of products on the market. Odeskabel's strategic potential is its thorough knowledge of the market, constant monitoring of the quality of goods in all cycles of its existence on the market, as well as modernization of production. Ability to timely redirect mass production from one product to another without losses, close contact with existing customers and offering products characterized by technological and customer safety is an integral part of the company's strategic potential. The use of a term "Client" does not reflect well the nature of Odeskabel's relationship with customers or simply people who purchase its products. For the company, "Partner" is more acceptable term to be used in this context. Communication with Partners does not end after transferring money for the purchased product, but continues in the post-sales period. The company strives not to disappoint its Partners with the range of products, their quality or price, which is the way to long-term relationships based on trust. In addition, the company's extensive experience, products' quality, stability and guarantees it offers have shaped Odeskabel's competitive advantages.

### Products

The range of products offered by Odeskabel can be divided into two segments: telecommunication and power. Telecommunication segment includes communication cables and wires, fiber-optic cables (FOC), LAN-cables of 3, 5/5E, 6/6A, 7/7A categories, radio frequency cables,

and other original (made according to individual requirements and drawings) data and voice cables. The power segment includes cables of low (up to 1 Kv) and medium (up to 35 Kv) voltage, as well as heating and control cables. Currently, the range of Odeskabel's products includes 10,000 label sizes, which helps to keep the stability of production and sales. Within SCS cables, the company sells cables under the trademarks OK-NET and OK-NET Premium, offered with 25-year warranty and technical support. Odeskabel produces a wide range of LAN-cables, designed for interior wiring in PVC fiber coatings and low smoke, zero-halogen cables (LSOH) of the following categories 5E, 6 and 7 / U/UTP, F/UTP, SF/UTP, U/FTP and S/FTP. In telecommunication segment, Odeskabel designs and delivers cables according to customers' special requirements. The most popular among them are 2 and 4-pair as well as multi-pair cables for indoor and outdoor use (from categories 3, 5 and 5E / U/UTP and F/UTP). In total, Odeskabel produces 100 different designs of LAN-cables. Among Odeskabel's latest developments, it is worth mentioning multi-pair cables of 5th category for telecommunication segment, which enable quick deployment of network in the house while using FTTB technology. In addition, the company produces over 30 designs of LAN-cables of different pairing (8, 10, 12, 16, 24, 25, 32, 50 and 64) for indoor and outdoor use - U /UTP and F/UTP. The company uses only the high-quality materials and equipment of Western European production and the cable is thoroughly tested. In the latter process, the company uses modern

precision equipment of a Swiss company AESA Cortaillod. In connection with the development of video surveillance technology based on Ethernet protocol, as well as due to the increased demand on specialized cables, Odeskabel has developed cables which can be used in video surveillance systems. All the aforementioned developments are destined for different consumers' groups. Based on the results of a market research pertaining to "twisted-pair" cables, it can be said that the consumption potential is large, moreover, it is constantly growing thanks to new technical solutions based on Ethernet protocol. This process will continue due to inexhaustible capacity for bandwidth load of LAN-cables of 6, 6A, 7 and 7A categories. The company has invested heavily in equipment and technical re-equipment – its workshops are equipped with modern technology from Germany, Austria, Great Britain and Switzerland. This allows it to keep the high quality of products, expand its range, as well as increase pace of production. Scientific and technological capacity of production is very high, thanks to which Odeskabel can quickly respond to developments of scientific and technological progress, as well to consumers' needs.

### Export

Odeskabel exports about 25 percent of its production to CIS as well as European countries (France, Germany, Poland, Slovenia, and Bulgaria). It also plans to expand the range of products sold in

Europe and to strengthen its position in Africa. The company plans to develop new sales markets, continue positioning in the CIS market and growth in exports to the European Union.

### The team

Currently, the company employs approximately 1,000 people. The personnel consists of highly qualified specialists – another company's advantage. Odeskabel's constant task is education and training provided to the staff. It is required in high-tech industry and ever-changing consumer market. The company has a scientific-technical service, technology departments, accredited testing laboratory, etc. In addition, the employees from different levels of management are trained in third-party organizations, centers and institutions of higher education.

### Mission, vision, values

The company's mission is to produce cabling and wiring products carrying power, heat and light, which assures the ability to obtain and exchange information with the world. By giving priority to quality in order to guarantee reliability and safety of the product for the most successful application by consumers, the company assures its leading position in the market. Among the company's values, there are: the company as a law-abiding, responsible and reliable partner, consumer's expectations and requirements are above all, consistent quality and competitiveness of the

product as a key to success, modern materials and technical solutions as a guarantee of safety and environmental friendliness of the company, continuous improvement of products and business management model, openness to new ideas, encouragement of initiative and innovation, and employees as the company's main asset.

### Awards, certificates

Over the years, Odeskabel has been repeatedly recognized at the domestic and international level. In 2008, it was awarded a diploma and a commemorative sign "For significant contributions to the development of the economy" and received a title "Leader of the Industry and Entrepreneurship of Ukraine." In the same year, the National Business Rating granted Odeskabel a title "The Leader of Ukrainian Economy." Cables manufactured by Odeskabel have been repeatedly entering the list of "100 best goods of Ukraine" (national autonomous competition). In October 2011, in Berlin, in the frameworks of ICF International Congress, Odeskabel was among 50 largest cable manufacturers. In 2007, 3 types of Odeskabel products were awarded the prize "Best Domestic Product of the Year" and the achievements of the plant were recognized the title "Best Producer of goods in Ukraine." At the beginning of 2008, the company was also awarded a prize of "Industry Leader" by the National Business Rating. In 2009, Odeskabel became the winner of the national round of the CIS Quality Competition and was awarded a prize for its achievements in the field of products' quality. In December 2012, in a survey among independent consumers/respondents of products and services in different industries Odeskabel received the "National Recognition" in the nomination "The Company of the Year." ■

Written by Magdalena Kucypera

