



General Cable • A Rich History • A Strong Future

General Cable Corporation was originally incorporated in New Jersey in 1927. At that time it brought together the plant facilities and manufacturing experience of several older companies founded in the 1800s including Phillips Wire and Safety Cable Company and Standard Underground Cable founded by George Westinghouse. **1927**

Supplied wire to light the Statue of Liberty twice, first in 1886 and again for the Centennial celebration in 1986.

1886



Produced 145 miles of cable for installation under New York City sidewalks and a 3,000 volt cable for the first World's Fair in Chicago.



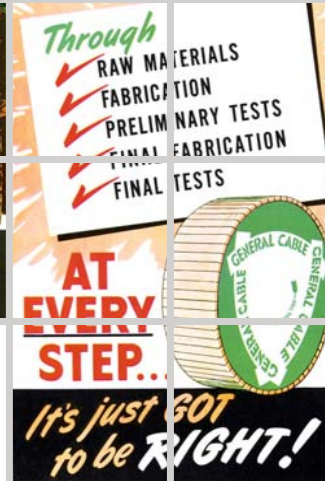
Produced the first 75,000-volt submarine cable in the United States for the Delaware River Crossing. It was manufactured in 4,050-foot lengths—the longest ever without joints.

1929



REEL SHORING

It's just GOT to be RIGHT!

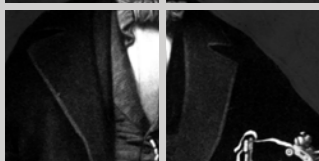


1942

Produced a series of wartime posters for the World War II Home-Front Campaign to build morale, to speed production and to encourage conservation of critical materials. The posters were distributed to the armed forces, government officials and manufacturing plants involved in the war efforts.

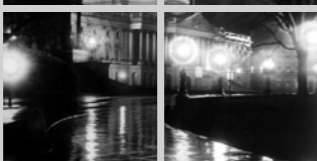
1943

Manufactured 140 miles of hollow tube designed to transport 120 million gallons of diesel fuel between England and France for the D-Day invasion— Code name: "Operation Pluto." PLUTO stood for PipeLine Under The Ocean.



1844

Supplied the insulated wire to Samuel Morse for his historic communication between Washington and Baltimore.

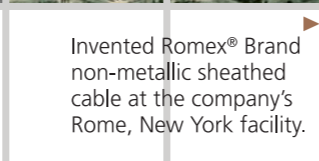


1882

Manufactured a 7-conductor line to link the U.S. Capitol with the State, War and Navy Buildings.



1893



Invented Romex® Brand non-metallic sheathed cable at the company's Rome, New York facility.

1922

1927

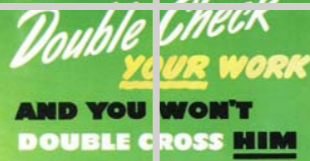


After officially incorporating in New Jersey, the Company designed a distinctive identity by which it would be known to its many customers, suppliers, investors and associates. The trademark logo represented three lengths of cable overlaid on one another.



1935

Supplied 100% of the cable for the power transmission line from Hoover Dam to Los Angeles—1,626 conductor miles.





1945

Produced 80% of the battlefield telephone wire used by the Allies and 50% of the Navy's power and communications cable.



1967

Supplied power cable to four THUMS (Texaco, Humble, Union, Mobile and Shell) man-made offshore islands at Long Beach, California, used for drilling and pumping fluid from oil-rich wells back to the mainland.



Manufactured and installed 14 circuit miles of 230kV high-voltage underground transmission cable at the Dallas-Fort Worth International Airport.



Supplied the wire and cable to the Marsden Point Oil Refinery located at the entrance to Whangarei Harbour in Northland, New Zealand.

1985



1961

Produced the control and communications cable for the first group of Minutemen Missile bases.



Selected a new type style as the new signature for General Cable with a new triad symbol modernized from the 1927 trademark. The symbol was no longer three lengths of cable, but rather suggested strands of wire being cabled together or tapes or shields being applied to cable core.

1969

General Cable

1971

Supplied hundreds of miles of power and communications cable to link the control facilities with the launch platforms at Cape Canaveral.



1972

GK Technologies

1979

Acquired by Penn Central Corporation.

Changed the Company name to GK Technologies because "General Cable no longer described the high technology Company we are today."



Adopted a new logo to reinforce and promote the letters "GCC" as the accepted abbreviation for General Cable Corporation.

1964

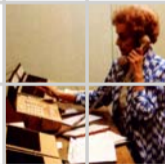
GCC

1970

Installed the highest underground distribution line at Pikes Peak, Colorado. Seven miles of cable buried beneath unpaved mountain roads furnishes electrical energy to three installations including a medical research lab atop the 14,110-foot summit.

1976

Developed, manufactured and installed an optical fiber cable, over one mile in length, at the U.S. Air Force's Arnold Engineering Development Center to provide a high-speed data link connecting rocket engine test sites to a central data processing facility.



Designed, developed and manufactured a 5.6 mile optical fiber cable that GTE installed in California as the world's first lightwave communications system to provide regular telephone service to the public.

1977



	1992		1994	<p>Acquired by Wassall PLC, a British Holding Company.</p>	<p>GCN Listed NYSE</p>	<p>Produced a hybrid copper and fiber optic cable to provide electricity and communications to the guard station at the top of Mount Rushmore. The cable jacket was custom designed to blend in with the rock and for long-term outdoor survival in the rugged South Dakota weather.</p>	
	<p>▲ Supplied the wire and cable to build the infrastructure for the Barcelona Olympic Games and the Seville World's Fair.</p>	<p>Wassall</p>			1997	<p>1998</p>	
1981		1991			<p>▲ Began public trading on the New York Stock Exchange on Friday, May 16th.</p>	<p>2000</p>	<p>Supplied on-board fiber optic cable for the ongoing requirements and maintenance of the International Space Station.</p>
	<p>▲ Supplied medium-voltage aluminum cable and armored cable for power, control and signaling applications for the AVE high-speed railway system connecting Madrid to Seville, Spain.</p>		1995	<p>▲ Supplied all of the electrical and communications cable for the National Museum of New Zealand. Te Papa Tongarewa, located in downtown Wellington, is one of the most prominent and architecturally stunning buildings in New Zealand and one of the largest museums in the world.</p>		<p>Completed a major Company transformation to strengthen its leadership position in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the communications, energy, industrial and specialty markets.</p>	
<p>Acquired the Carol Cable Company and the industry leading Carol® Brand cord, cordset and automotive product lines.</p>	1990		<p>Supplied wire and cable to the Olympic Stadium for the 1996 Summer Olympic Games in Atlanta, Georgia.</p>		2001	<p>General Cable</p>	
	<p>1986</p>	<p>CAROL BRAND</p>	1996	<p>Acquired BICC Energy Cables which provided access to new markets and businesses. The Company changed its name to BICC General and added Anaconda®, BICC® and Brand Rex Brands to its product line.</p>	1999	<p>Supplied the portable power cable for the 2002 Winter Olympic games in Salt Lake City, Utah, to distribute power to environmentally-friendly diesel generators used for the television coverage in remote areas where critical power was not available.</p>	
<p>Supplied wire to light the Statue of Liberty for the Centennial celebration.</p>				<p>Brand Rex</p> <p>ANACONDA</p>		2002	