



Here we are with only 140 days to go until the start of our adventure across America. Training over the last few months has been tough due to the harsh winter weather. Base miles, body conditioning, leg weights and indoor turbo sessions have all played a part in the rider's current training schedules. This in turn helps to build a big endurance base which will be vital in the coming months as the riders start to build mileage and sharpen up ready for battle on June 18th.

Behind the scenes the race crew have been busy painstakingly plotting the route which stretches 3,000 miles across 14 states. All data is meticulously collated using a software package called Map My Ride. Files are then transferred onto GPS devices. Correct route planning will be a crucial part of the team success. As well as keeping the riders on the correct route information will be used to form team strategy giving vital stat's such as gradients and altitude gain which reaches nearly 11,000ft in the Rockies!

The crew will consist of 10 team members including a Crew Chief, Bike Mechanic and Physiotherapist. Along with the riders, crew will have to endure sleep deprivation and suffer the wrath of the riders as they become more and more tired!

The team recently shot a video which gives an insight to the lads and their training. This will be available for view in the coming weeks so please keep your eyes peeled to the NBM website.

If you would like to support the team and their nominated charity—Wessex Heartbeat—why not get along to their pre-race Charity Evening on Saturday 7th May at Ceno in Southampton. The evening will include BBQ, charity auction and live band. Tickets are available now at a cost of £30.00 per ticket. Visit our website for more information:

[www.teamfeat.co.uk](http://www.teamfeat.co.uk)

**JUNIOR FOOTBALL TEAMS**

At the halfway point in the 2010/2011 season both the junior teams are doing well. Bovingdon Storm are currently top of their league while Bovingdon Panthers are sixth in the table. Both teams have improved over their previous seasons performance and it is looking good for both teams for the second half of the season.



**BRAND-BREAKS WINNERS**

The winners of the Brand-Rex incentive promotion 'Brand-Breaks' have recently been announced with six NBM Distribution customers achieving the required targets during 2010. These customers will soon be enjoying a 7 night break on the Caribbean island of St. Lucia courtesy of Brand-Rex. Four other NBM customers achieved enough points to receive mini-break awards. Thank you and congratulations to you all.



**PENN & TYLERS GREEN FOOTBALL CLUB TEAM SPONSORSHIP 2010/11**

Penn & Tylers Green FC based in Penn, nr Beaconsfield play in the Hellenic league Division one East. NBM Distribution, along with HellermannTyton and Cooper B-Line are providing some sponsorship for the team during the 2010/2011 season. The team's new manager, Matt Miller, has had a difficult start to the season but has managed to steady the ship and by Christmas had managed to get them to mid-table. The start of 2011 has seen a great result on Monday 3rd January with a 1-1 draw against the league leaders Henley Town. We wish them well for the rest of the season.

**NBM's BLOG**

You can keep up to date with the latest news from NBM and the cabling industry by visiting our Blog page on our website, which is updated regularly. Take a look for yourself at:

[www.nbm-distribution.co.uk/blog](http://www.nbm-distribution.co.uk/blog)

We now have a page on Facebook. Join our community to pick up the latest news and thoughts from NBM.



**CHANGES AT NBM**

**CAROLINE PETERSON, HANDS-ON HR**

Over the past few years the NBM business has grown at quite a pace and the number of employees has grown as a consequence. This fast employee growth has generated a need for professional HR support. Hands-On HR is an experienced human resources consultancy that takes care of a wide range of people issues. It is run by Caroline Peterson who is a Chartered member of the Chartered Institute of Personnel and Development. Before starting her HR consultancy she was a Human Resources Manager for a well known structured cabling manufacturer so has previous experience of this industry.

**DUNCAN HARRIS**

Duncan has been promoted to Sales Office Manager, responsible for the Internal Sales team. We wish him well in this new position.

**MICHAEL SHEPPARD**

NBM are pleased to announce the arrival of Michael Sheppard to the internal Sales Team. Michael is new to the data communications industry, however he brings a wealth of sales experience from his previous work experiences. Michael joined the company on January 18th.

**GET IN TOUCH**

TEL: 01923 270301  
EMAIL: [sales@nbm-distribution.co.uk](mailto:sales@nbm-distribution.co.uk)  
WEB: [www.nbm-distribution.co.uk](http://www.nbm-distribution.co.uk)

**APPEAR IN THE NEXT ISSUE**

If you have a case study that you would like us to consider, please get in touch.

**FEEDBACK**

We always welcome your feedback on this newsletter and our website, which we can use to improve the information that we send out to you. If you would like to send us your comments please email [sales@nbm-distribution.co.uk](mailto:sales@nbm-distribution.co.uk).

We endeavour to ensure that all details in this newsletter are correct at time of going to press.

NEWSLETTER ISSUE002@NBM DISTRIBUTION LTD 2011  
DESIGNED BY SKANDESIGN LTD



**Get Connected**  
NEWSLETTER WINTER 2011

SUPPLYING THE BEST BRANDS IN THE BUSINESS



Welcome to the second edition of our newsletter. We would like to take this opportunity to thank all our customers who took the time to pass on words of encouragement for the first edition, launched in October last year, which was received so well by our industry peers.

2010 was certainly a fascinating year—we undoubtedly worked harder, and hopefully smarter, with a record number of shipments.

Copper prices continued to fluctuate reaching a record high in quarter four of 2010. This brought about it's own challenges to our business, it being a fine line between getting pricing right and maintaining stock levels.

Overall NBM increased its stock levels in 2010 by over 20% in real terms by broadening the range and diversity of the products we stock. Our view is that stock is an investment and not a liability, and we are never shy of stocking even niche products.

If you are having problems obtaining any items associated to our industry; cables, components, cabinets, please talk to us. It may be that we have a suitable alternative or if we see a rise in the level of enquiry for a particular product we may adopt it as a new stock line.

2011 brings with it a fresh challenge to the business and one that we face with renewed optimism. The recent promotion of Duncan Harris to Sales Office Manager and the addition of Michael Sheppard to our Internal Sales team will enhance our ability to service our customers needs and requirements.

Our product portfolio of world class brands continues to grow and 2011 will see more focus in the marketing of the NBM brand, with the centre piece being the exciting addition of a company catalogue to showcase the product portfolio we are able to offer to our customers.

Our aim to become the UK's leading infrastructure cabling distribution company continues as we grow stronger and we would like to take this opportunity to thank all our customers for their support and business.

*Dan & Sean*

**PRISM COMBI WALL ENCLOSURE**

New to the market from Prism is their 600mm deep combi wall enclosure range, launched in January 2011. The key feature of this product is that it can be installed by one person, reducing labour cost on site. Available in heights from 6 to 18U it features lockable and removable side panels, a removable rear section, lockable glass door, top and rear cable entry points with gland plates and comes with an earth bonding kit. These enclosures are available now from NBM.



**BRAND-REX OM4 FIBRE**



With Ethernet standards now heading towards 40Gb and the likelihood that OM3 fibre is only likely to support the transmission of data up to 100 metres, there is a need to deploy OM4 fibre to give extended distance performance. With up to 150 metres likely to be achieved, the use of OM4 fibre is a sensible proposition for clients looking to future proof their infrastructure, as higher performing network equipment is introduced. NBM have OM4 fibre options from Brand-Rex, in loose-tube construction, and core numbers from 4 to 24. This fibre is available from stock and can be cut to length for installers.

**EPV SOLUTION**



Now available from NBM is the new EPV Real-Time Cable Management solution, an extension to the Brand-Rex SMARTPatch range—their leading intelligent infrastructure solution. EPV is an innovative 'plug-n-play' product that can be deployed without the investment in new servers or software. It is an affordable solution designed to provide real-time connectivity monitoring of network infrastructure.

EPV can be deployed in any size of installation. Once installed it continuously collects information within the network patch panels and communication racks, allowing IT staff to have real-time visibility of their network connectivity and efficiency. Additionally any change in connectivity is immediately detected, prompting the system to send notifications and email alerts to designated staff. For more information on EPV and the full SMARTPatch range of products contact the NBM sales team.

**NEW NBM PRODUCT CATALOGUE COMING SOON!**

**IN THIS ISSUE ...**

INTRODUCTION ..... 1  
PRISM WALL ENCLOSURE ..... 1  
BRAND-REX OM4 FIBRE ..... 1  
BRAND-REX EPV SOLUTION ..... 1  
IDEAL TEST EQUIPMENT ..... 2  
TRAINING DATES ..... 2  
CUT TO LENGTH FIBRE ..... 2  
BRAND-REX WARRANTY SYSTEM ..... 2  
GPH CASE STUDY ..... 3  
HELLERMANN TYTON RAPIDNET ..... 3  
TEAM FEAT NEWS ..... 4  
SPONSORSHIPS ..... 4  
BRAND-BREAKS WINNERS ..... 4  
NEW FACES AT NBM ..... 4

## OTHER NEWS

### IS YOUR BRAND-REX TRAINING UP TO DATE?

The latest training dates for Authorised Installers and System Centres installing Brand-Rex products for 2011 quarter 1 and quarter 2 are available on the NBM website;

[www.nbmdistribution.co.uk/downloads](http://www.nbmdistribution.co.uk/downloads)

To book training contact the NBM sales team who will be able to advise you on the training course dates that are available.

Alternatively, Brand-Rex have launched their new online training booking system which allows installers to log-in and view real-time course availability and book their training online.

### NBM's CUT-TO-LENGTH FIBRE

At NBM we like to offer the very best service to our installation partners. Our popular cut-to-length fibre service, that we offer FREE OF CHARGE, helps you get the length of fibre you require for your installation and keeps your costs down.

To order your fibre cable and accessories contact the NBM sales team.

## END OF REEL FIBRE

WE HAVE LOTS OF REELS WITH SHORT LENGTHS OF FIBRE, VARIOUS TYPES AND CORES. CONTACT OUR SALES DESK FOR FULL LIST OF AVAILABLE PRODUCT.

### BRAND-REX WEB-BASED WARRANTY SYSTEM

This easy to use online warranty application and certification system will provide installers with the ability to log, record and upload test data, as well as view warranty applications online. This system can also provide historical information on previous warranty applications and awards.

The new system replaces the old postal and email application process. Brand-Rex installers should register to obtain their username and password, to enable them to use the new system. For more information on this innovative new method of working, contact the NBM sales desk.

## PRODUCT FOCUS TEST EQUIPMENT



IDEAL INDUSTRIES Networks Division offers the LAN Installer everything you need to cut, terminate and test network cables. IDEAL provides a range of tools for working with both copper and fibre cables including cutters, strippers, punch-down tools as well as a whole range of other essentials. Within IDEAL's range of testers there is everything from installation engineer's basic tools such as simple wire-mappers through to Fibre OTDR's and power meters and LAN Cable Certifiers for approval of CAT7 Installations.



#### VDV PRO CABLE VERIFIER

The IDEAL VDV PRO Cable Verifier is an easy-to-use cable testing and verification device that can quickly test all wiring requirements found throughout residential and commercial environments. It can be used to test voice, data and video cables and has the following features:

- RJ-11/12, RJ-45, Coax F, BNC and RCA connectors
- Wide, bright backlit screen
- Easy-to-read Pass/Fail results
- Displays wire errors including: Open, Short, Miswire and Split Pair
- Cable length can be displayed in either feet or metres
- Multi-tone generator for cable tracing and fault isolation
- Blink network link LED for assisting visual cable tracing
- Identifies the presence of voltage on cables

#### SIGNALTEK™ FO CABLE QUALIFIER

The IDEAL SignalTEK™ is a network qualifier that allows the end user to qualify that the LAN network is capable of carrying error-free Gigabit traffic. Capable of testing on both copper and fibre links this is a cost effective solution for checking that the network is fit for purpose.

- Fibre Optic and Copper Gigabit Qualification to IEEE 802.3 standards
- BERT and Optical Attenuation Measurements – Perform Bit Error Rate Testing and decibel (dB) loss measurements of optical links
- Storage and Reporting for thousands of reports – Store and print qualification reports for copper and fibre jobs using internal memory or USB 'thumb-drives'

#### FIBERMASTER™ FIBRE OPTIC TESTERS

The IDEAL FiberMASTER™ allows the user to measure absolute power and calculate the insertion loss of fibre optic links at several wavelengths, measure fibre optic power in microwatts (µW), milliwatts (mW) and decibel-milliwatts (dBm), as well as test and troubleshoot active Local Area Networks.

- 850–1550nm wavelength measurement capability on power meter
- 850, 1300, 1310, 1550nm laser light source (33-931 kit)
- Power measurement in dBm and µW, loss display in dB
- Includes universal adaptor for power meter and ST, SC and FC adaptors for light source
- 'docking' light source and easy three button operation make it the perfect fibre tester for use in the field.

#### LANTEK®II CABLE CERTIFIER

The IDEAL LANTEK®II is an industry approved LAN Cable Certifier that quickly and efficiently provides test results that show whether a cable installation meets industry specifications such as CAT6, 6A and 7.

- Models are available for ISO Class E / Category 6 through ISO Class FA / Category 7A certification
- High speed testing saves time and money
- Store over 1,700 ISO Class E / Category 6 tests with graphs
- Provides lower cost of ownership by eliminating expensive permanent link adaptors
- Exceptionally fast fibre testing with FiberTEK® FDX
- Smart lithium-ion battery technology – exceptional 18 hour battery life

## CASE STUDY

GPH Datacoms, based in Romford, Essex, have been installing structured cabling for over 15 years, and have gained a reputation for quality and reliability.

Investing in the right people and securing the correct level of security clearance has allowed GPH to win projects in some of the most secure sites in the country. These include police and Government facilities, where GPH Datacoms are often called to install a wide range of products.

When they started working in these establishments they quickly found that each client had different legacy product from different manufacturers, which not only created issues for the GPH engineers but the client IT departments. Working closely with the relevant contacts within these organisations they compared the performance of different systems, which ultimately led to a decision to use Brand-Rex as their preferred system of choice across all refurbishments and new installations. For GPH it meant that their engineers became very familiar with one system and installation times could be reduced. For

the client it meant that their IT engineers only needed one manufacturers type of patch lead and patch cord at each site, reducing cost and time to resolve faults and make moves, adds and changes.

For the majority of Government and police installations the Cat6Plus (Category 6) system is used. GPH Datacoms have also chosen to install Blolite wherever possible, especially in high security areas, which means that they can replace fibre and install new links without having to disturb secure containment, reducing time and inconvenience on site. When they install new cabling into buildings they install Blolite or Microblo ducts and ensure that there is spare capacity to allow future expansion within the building.

Ed Gormley, Managing Director at GPH Datacoms comments, 'It is important that we listen and react to the needs of the modern



police force, where there is often a requirement for flexibility and the network may need to be moved around at short notice', he went on, 'Using the services of NBM we can sometimes achieve the impossible. The stockholding at NBM never ceases to amaze me. When we need things urgently they always deliver.'

High stock levels, great customer support and delivery direct to site means that NBM customers like GPH can place orders and be confident that they will turn up at the right place at the right time, leaving them to concentrate on getting the job done.

GPH Datacoms clients also include schools, universities, student halls of residence and hotels. Recently they have been installing fibre to cameras providing security, and BMS system cabling. For more information about GPH Datacoms visit their website

[www.gphdatacoms.co.uk](http://www.gphdatacoms.co.uk)

## ACHIEVE FASTER ROI ON DATA CENTRE INSTALLATIONS

Designed to maximise the concept of pre-termination, the HellermannTyton RapidNet solution includes both copper and fibre media, enabling virtually any traditional cabling scenario to be addressed from this extensive product range.



**HellermannTyton**  
Network Sciences

RapidNet addresses the critical issues for cabling installations such as quality control, consistent and repeatable terminations, reduced installation time and the human resource required on site to complete a project on time and within budget.

Each individual link is pre-terminated and tested before it leaves HellermannTyton's ISO approved manufacturing facility. Once it arrives on site the RapidNet looms just need to be installed to provide a quick and clean installation, where reliability and quality are not compromised.

RapidNet can be used across all industries and business areas from data centres to schools, hospital, or new office builds. The system is available in Cat5e, Cat6 (both shielded and unshielded) as well as fibre with pre-terminated MPO connections. More recently RapidNet has been available using the Cat6A, Deca10, 10G product range.

Pre-terminated solutions are being specified by clients who see the advantage in using a system that provides the quality and performance that the RapidNet solution can deliver. Often they

are looking for a faster return on investment, especially data centre owners who require their facilities to deliver revenue as early as possible. Using a solution like RapidNet can mean that an installation planned to take one month to install using traditional cabling methods can be achieved in just one week!

RapidNet delivers environmental benefits as soon as it is specified. It is manufactured in the UK, so from the minute it leaves the ISO 9001 and 14001 accredited factory in Northampton its carbon footprint is minimal. The pre-terminated solution is manufactured to exact lengths, which reduces the amount of waste cable on site and at the factory. Also the RapidNet looms are supplied on re-usable plastic drums reducing wasteful packaging.

Recent developments in the RapidNet range have included the introduction of products specifically targeted at the data centre market, where increased density and performance is a requirement to utilise rack and floor space more profitably. These products include the launch of the Deca10 RapidNet solution, the high density 12 port RapidNet cassette and the RapidNet fibre MTP VHD cassette.

#### DECA10 RAPIDNET

A full end to end Category6A solution is now available in the RapidNet pre-terminated solution, minimal crosstalk and interference and ensuring a future proof network infrastructure for clients. This cassette to cassette solution is manufactured using six Deca10 keystone jacks earthed to a plate within each cassette. The solution is specifically designed for inter cabinet installations that are common pace in today's data centre.

#### RAPIDNET 1U – 48 PORT SOLUTION

As rack space becomes a valuable commodity in today's comms rooms and data centres, HellermannTyton have developed space saving products to meet this need. The RapidNet 12 port cassette offers 48 ports in 1U of rack space, providing Cat5e or Cat6 connectivity, saving space and reducing installation time on site.

Our key staff at NBM have all been trained in the specification of the RapidNet solution and would be pleased to discuss these and other products from the HellermannTyton RapidNet range, which you could use on a future installation.