

# Case Study

## Top Interieur

<b>Customer</b>	Top Interieur
<b>Location</b>	Antwerp, Belgium
<b>Requirements</b>	An end to end solution for a new system with a full warranty
<b>Equipment</b>	Excel Category 6 <sub>A</sub> U/UTP and OM3 Fibre

### Customer's View

The end client needed a first class offering for their high end furniture store and required a system that was not only reliable but also guaranteed, if anything was to go wrong. The entire project lasted one year and came up against a number of challenges which needed a resolution in a short space of time. The Excel solution offered this and gave our client peace of mind. Overall the design and installation was carried out to their exceptionally high standards.

*Werner Moens, Sales Manager 4K NV*



**Top Interieur is a large high end furniture store with a number of outlets throughout Belgium. Their showrooms present the latest interior design ideas, for all areas of the home, accommodating a wide range of tastes and budgets.**

The company was expanding to open a new branch in the Antwerp region. They needed to ensure the look and feel of their store and the furniture it displayed and sold was backed up with a high tech end to end solution, to guarantee that its customers experience of shopping with Top Interieur was a first rate one.

### The Requirement

Their 30 000m<sup>2</sup> new building required a high performance system to operate their entire network. A continuous running system with multi-functional capabilities was essential for the store with reassurance that the installation could be backed up by a 25 year warranty. The project needed to be completed to a strict deadline as the opening date for the store was set and could not be moved.

### Sourcing a Partner

Electro Zwijsen a technical service provider that specialises in all branches of electrical engineering and data communication was chosen for the project. Electro Zwijsen offers its customers a total solution with the installation of active components and copper and fibre optic cables.

All of their engineers have been coached and trained by manufacturers themselves, to keep up to date with the latest techniques. This is how Electro Zwijsen guarantees reliable and high quality results for each project.

Electro Zwijsen worked closely with 4K. Established in 1993, 4K started out as a solution provider in passive components such as cabling, heat shrink tubes and connectors on the Belgian market.



Nowadays 4K is considered a full-service company, well known amongst broadcasting, data networking and telecom as well as industrial market segments on the Belgian market and abroad for both its active and passive solutions.

4K prefers to develop long term business relationships and only works with selected partners who are authorities in their specific field, Electro Zwijsen fitted this criteria and has worked with 4K for over 10 years.

4K themselves have been distributing the Excel product range for over 5 years as an official Excel Distribution Partner.

### The Right Product

Excel structured cabling products provide an end-to-end solution where products are designed, manufactured, supported and delivered without compromise. Excel is the complete trusted solution as it offers compatibility and standards compliance 'from cable to cabinet', reliability and product availability.

A 25 year warranty can be awarded, when a system is installed by an Excel Cabling Partner. The quality and support delivered by partners are of a key importance and due to this Excel continually assess their partners throughout EMEA by providing classroom and online training courses.

The Excel warranty provides a 25 year product and applications assurance of compliance with industry performance standards appropriate to the class of cabling being installed. It covers copper, fibre, voice and even the Environ range of racks.

### Design and Installation

Excel Category 6A cabling was chosen to form the basis of the solution. This cable takes the performance capabilities of copper infrastructure to new levels. The cable has been designed to exceed the ISO/IEC, TIA and CENELEC for Category 6, 6A/Augmented component requirements. This delivers Class EA/ Augmented Category 6 link performance over distances of up 90 metres which supports the applications including 10GBASE-T, (10 Gigabit Ethernet). This product also lends it-self to any high definition bandwidth hungry video footage requirements.

The cable is metre marked which counts down from 500 metres to 1 metre, on each drum to reduce waste. This was useful for Electro Zwijsen as there was a strict budget in place and being conscious and careful of waste was a priority.

Excel Category 6A Low Profile Unscreened Keystone Jacks where loaded into keystone jack patch panel frames. A rear management tray with purposely designed cable tie positions is supplied with each panel which is fitted without the need for any tools or fixings by simply snapping it into place.

One of the largest challenges that Electro Zwijsen faced was the sheer size of the facility that the system was being deployed in. This created the need for very careful, thoughtful planning of rack locations, to ensure all links standard were



maintained and all cable runs were within the max distance and performance parameters.

Finally Excel OM3 50/125µm tight buffered optical fibre cables were installed. These fibre cables have been designed specifically for internal and external applications. These compact, lightweight cables are extremely flexible and are quick and easy to install. The cables are constructed around swell able reinforced yarns as common strength members containing up to 24 colour coded 900µm tight buffered fibres.

The use of fibre gave some significant benefits in completing the job. The fibre was deployed to link the comms racks situated in various locations throughout the store, together which in turn negated any issues with runs that would have been over length for a traditional copper link. Fibre optics allow for large amounts of bandwidth to be transmitted, so it was the ideal choice for the backbone when linking the racks together.

Fibre provides an extremely reliable backbone for data transmission back to the core, whilst also being immune to





lots of interference, caused by other services within a building, there are no issues with the data transfer.

The installation took place in a huge building where numerous contractors were working on different aspects of the system, each working to tight deadlines to ensure the project was delivered on time.

#### The Result

The Top Interieur is an extravagant furniture store providing their customers with a unique shopping experience. The future proofed infrastructure system, installed in its new store ensures that its facilities can deliver a unique shopping experience at all times for its visitors.



**topinterieur®**

Excel House  
Junction Six Industrial Park  
Electric Avenue  
Birmingham B6 7JJ  
England

**T:** +44 (0) 121 326 7557  
**F:** +44 (0) 121 327 1537  
**E:** sales@excel-networking.com

[www.excel-networking.com](http://www.excel-networking.com)

**excel**  
without compromise.