

Case Study

The GRO Company

Customer	The GRO Company
Location	Exeter, Devon
Requirements	A future proofed system
Equipment	Excel Category 6 _A U/FTP cable, Category 6 _A FTP slimline jacks, angled shutters and Server cabinets
Customer's View	<p>"The move into new premises was necessary due to the growth of our business. We needed to ensure that the infrastructure installed would support our plans for continued expansion along with providing a network that could accommodate our business needs for a minimum of 10 years.</p> <p>The Excel Category 6_A system installed by Peninsula Solutions has given us the capacity to do this along with peace of mind. I am delighted with the results."</p> <p><i>James Green, The GRO Company</i></p>



The GRO Company is a Devon based global nursery brand. They are an award winning and industry accredited manufacturer of safer sleep solutions for babies and young children. The GRO Company are best known for the multi-award winning Grobag, the No 1 baby sleep bag brand in the UK and Australia but also provide other products such as the Gro-clock which helps keep toddlers in bed for longer and the Gro-swaddle that is perfect for soothing newborns.

Grobag is also uniquely endorsed by safe sleep charity The Lullaby Trust. The company's partnership with the trust has seen them donate over £500,000 to date.



The Requirement

Following a management team buyout, The GRO Company were moving into new premises which had an existing category 5e infrastructure installed. The plan was to stay in this building for at least 10 years and they needed to determine if the system would support their business for that length of time.

To decide the best way forward, The GRO Company needed to enlist the help of an experienced installer that could advise what possibilities were available.

Sourcing a Partner

Peninsula Solutions Exeter has provided its clients with structured cabling and data cabling solutions since 1991. The team has gained a vast amount of knowledge, experience and expertise whilst working in a wide variety of establishments and environments, ranging from, government, private, residential, hotels, offices and factories.

Peninsula Solutions Exeter manages their client work instructions to the highest standard, by using tailored project management software. This allows transparency of service requests from start to finish.

The Right Product

After examining the limitations of the existing infrastructure Peninsula Solutions Exeter recommended a Category 6_A solution from Excel to ensure the longevity of the new system.

Excel is a world-class premium performance end-to-end infrastructure solution, designed, manufactured, supported and delivered, without compromise.

Excel is driven by a team of industry experts, ensuring the latest innovation and manufacturing capabilities are implemented to surpass industry standards for quality and performance, technical compliance and ease of installation and use.

With an emphasis on compatibility and standards compliance 'from cable to cabinet', reliability and product availability, Excel is the complete trusted solution. Since the brand was launched to the UK market in 1997, Excel has enjoyed formidable growth and is now reported in the latest BSRIA UK market report as the 2nd largest structured cabling brand with 17% share of the UK market in 2012.

Excel Category 6_A systems are amongst a handful in the industry with both channel and component verification. Each of the key products used to build an Excel Category 6_A cabling solution have component level standard compliant performance verification from Delta a third party verification laboratory.

Design and Installation

The Excel brand is owned and distributed by Mayflex. Mayflex leads the way in the distribution of Converged IP Solutions.

Excel Category 6_A cables and associated connectors, take 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_A component requirements. This delivers Class EA link performance over distances of up to 90 metres which supports applications including 10GBASE-T, 10 Gigabit Ethernet.

The "S" Foil configuration of the Excel U/FTP cable ensures separation of the pairs which in turn guarantees performance. Using two sets of two pairs has also resulted in a reduced diameter and weight cable. These improvements mean that the cable occupies less space in the chosen containment which also affords improved airflow in under floor installations. One of the restrictions that Peninsula had to work with was that the new infrastructure utilise the existing cabling routes and floor boxes where at all possible to minimise disruption to the fabric of the building. The features in this particular cable made it the perfect solution to achieve this.

Minimal use of space was also achieved by using the Excel slim line jacks, within the existing floor boxes. The Excel Category 6_A Low Profile Screened Keystone Jack, is a reduced size toolless termination RJ45 socket. A number of compatible black 24 port patch panel frames were also used to complete this installation.

Two Excel 42U Equipment Series Floor standing cabinets were used to house all the equipment. These cabinets are designed with strength, ease of use and aesthetics in mind so they fitted well into the GRO comms room. From Peninsula's point of view, with features such as incremental 1U marking on the mounting profiles, quick release doors and side panels, adjustable front and rear profiles and full access through the base of the cabinet, it made the installation of the system relatively quick and easy to complete.

When the aforementioned items are installed by an accredited Excel Cabling Partner, which Peninsula Solutions Exeter is, the copper and cable and components installed were supported by a comprehensive 25 year warranty programme. A pre-requisite of partner status is training the understanding of which is verified through an exam process to demonstrate knowledge of the Excel system and how to design, install and test in accordance with Excel guidelines, best practice and above all standards compliance.

The Result

The GRO Company now operates from premises which offers their employees a quick up to date infrastructure network.



"The Excel product range was the obvious choice for us to use for this installation. Our Excel Partner Status also meant that we were able to offer a 25 year warranty as standard on the work that was carried out."

Russell Satterley, General Manager, Peninsula Solutions



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