



**Press release**

## **German-language content enabled for Nexans app**

App facilitates mobile access to e-catalogue and background information

**Hanover (Germany), 23 April 2014** – The German-language version of the Nexans app is now available. It allows free access around-the-clock to the current e-catalogue, product data sheets, usage and installation instructions as well as environmental certificates from the Nexans e-service. At present, almost the entire product range is covered; further content and new products will be added promptly. Information about the product can be found either by entering the product name or the reference number or by using a general search function. The information can also be accessed by means of a QR code or barcode on the products.

The information can be downloaded, saved or forwarded to others. The customer can fill in the guarantee forms directly on the screen, or request further information or support via a contact field. The app can be used throughout the world; it automatically connects customers to the catalogue of the nearest country. The dynamic app is available both for iOS (in iTunes) as well as for Android version 2.2 or higher (in Google Play).

Nexans Deutschland has developed the German-language version in response to the increasing digital mobility of its target group in the online community. "The Nexans app offers our customers an excellent opportunity to connect with our company and communicate with us directly", said Jutta van Bühl, Head of Communication at Nexans Deutschland.



Picture NXS\_deutscheApp.jpg:



Up-to-date, German-language information from Nexans is available at all times – anywhere in the world. The German-language Nexans app is now available free of charge.

### **Nexans Germany**

Nexans Germany is one of the leading cable manufacturers in Europe. The company is offering an extensive range of high performance cables, systems, and components for the telecommunications and energy sectors, rounded off by superconducting materials and components, Cryoflex transfer systems and special machinery for the cable industry. Producing at manufacturing plants with 8,775 employees in Germany and abroad, the sales in 2012 amounts to approx. 923 Mio Euro. The full integration into the Nexans Group Nexans Germany also benefits from excellent opportunities to use the available synergies in all corporate fields, which not only applies to worldwide projects but also to research and development, the exchange of know-how, and to other areas.

More information on [www.nexans.de](http://www.nexans.de)

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