



NORAMCO
Wire & Cable

SIMpull SOLUTIONSSM

DON'T JUST PULL...
**PULL AHEAD OF
THE COMPETITION**





NoLUBE® CABLE. GUARANTEED...*Only from Southwire.*

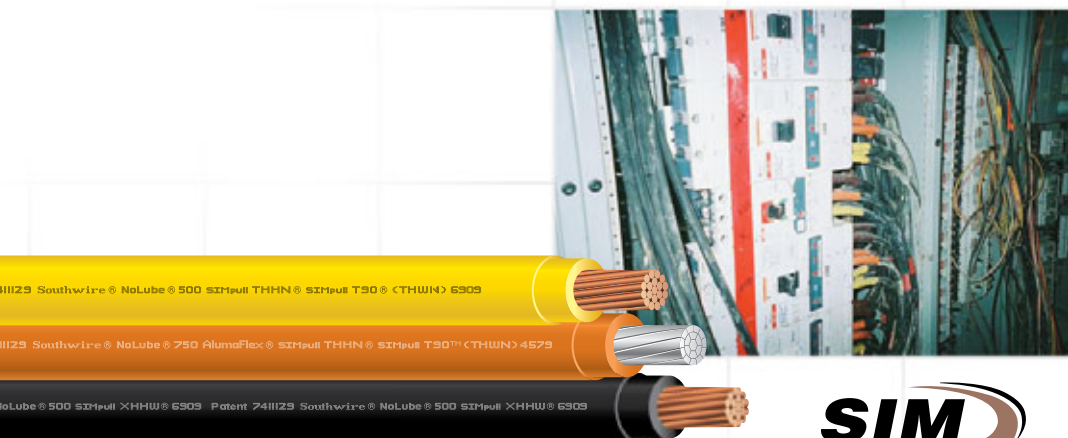


SIMpull T90® and SIMpull RW90® Cables

Southwire's SIM Technology® cable products are speeding up installation time, creating a safer work environment and changing the process of how intermediate and feeder size cables are pulled into conduit. Southwire's NoLube® SIMpull T90® and SIMpull RW90® cables don't require the use of pulling lubricant when pulled into conduit. Southwire guarantees that SIMpull T90® and SIMpull RW90® cable will pull into conduit the same way that lubed T90 or RW90 will.



- NoLUBE® SIMpull® CABLES REDUCE THE RISK OF INJURY TO FINGERS, WHILE APPLYING LUBE TO A MOVING CABLE AND FURTHER REDUCE THE RISK OF INJURY FROM SLIPPING ON SPILLED LUBRICANT.
- SIMpull RW90 AND SIMpull T90 CABLE IS AVAILABLE IN BLACK AND COLOURS, WITH COPPER AND ALUMINUM CONDUCTORS, IN SIZES 8 AWG TO 1000 KCMIL COPPER AND 6 AWG TO 1000 KCMIL ALUMINUM.
- SIMpull RW90 AND SIMpull T90 WITH ALUMAFLEX CONDUCTORS ARE MADE WITH AAA-8000 SERIES ALUMINUM ALLOY AND ARE ½ THE WEIGHT OF COPPER.
- SIMpull RW90 CABLE IS SUNLIGHT RESISTANT IN BLACK AND COLOURS IN SIZES 8 AWG AND LARGER.
- BOTH SIMpull T90 AND SIMpull RW90 CABLES HAVE SEQUENTIAL FOOTAGE MARKERS.
- SIM TECHNOLOGY® GIVES YOU THE ABILITY TO PULL SHORT LENGTHS BY HAND OR STOP IN THE MIDDLE OF A PULL TO BREAK FOR LUNCH OR OTHER JOB SITE SITUATIONS.
- REDUCES HORSE-COLLARING FOR REDUCED RISK OF NYLON TEARS ON SIMpull T90 CABLE.
- INSTALLATION PERFORMANCE IS GUARANTEED WITH THE INDUSTRY'S ONLY PRODUCT PERFORMANCE GUARANTEE. TO VIEW SOUTHWIRE'S PRODUCT PERFORMANCE GUARANTEE GO TO WWW.SOUTHWIRE.COM/GUARANTEE.



◀The old way vs. the new SIMpull SolutionsSM way ▼



SIM
TECHNOLOGY®

Covered & made under
Pat. Nos. 7557301 & 7411129.

SIMpull SolutionsSM is the kind of “new” you expect from Southwire – revolutionary innovation that changes the way you install building wire. A task that used to be a time-consuming and messy set up process is now safer, faster and cleaner. Which makes you more efficient, more competitive and more profitable. The time you spent prepping, waiting and cleaning, you now spend simply doing the job efficiently and safe so you can move on to the next job. In this economic climate, that’s quite an advantage when you’re one of many contractors bidding on a single job. The sooner you start pulling using Southwire’s SIMpull SolutionsSM, the sooner you’ll pull ahead of your competition.

SIMpull SOLUTIONS

WE'VE REINVENTED THE REEL...

With a variety of options to customize your reels.



The New Patent Pending SIMpull Stack™

Southwire's new patent pending SIMpull Stack™ allows you to combine multiple pulls on one single reel. That's right, ONE REEL with up to five phases, for up to 4 pulls, depending on the size of the cable and length of the pull. And, as always, we can label each reel with a specific location so when you receive it on the job site; it's easy to see where it goes. For multiple runs in a pull, just remove the shrink wrap, pull the first run, then pull the second, third and so on, without ever having to set-up additional reels.

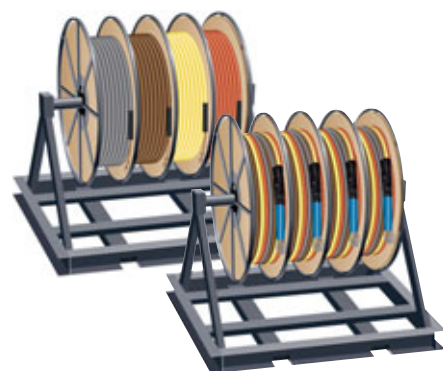
- **REDUCE SCRAP AND CLEAN-UP BY REDUCING THE NUMBER OF REELS ON A JOB.**
- **SPEEDS UP INSTALLATION TIME.**
- **REDUCES THE RISK OF INJURY FROM MOVING AND SETTING UP MULTIPLE REELS.**
- **EACH SEGMENT CAN BE CUT-TO-LENGTH AND IS SEPARATED WITH SHRINK-WRAP BETWEEN EACH LAYER.**
- **SIMpull HEAD™ PULLING GRIPS ARE ATTACHED TO EACH CUT LENGTH AND EACH CIRCUIT, ALL WRAPPED IN A PROTECTIVE COVERING. JUST ATTACH THE PULL ROPE USING A CLEVIS AND PULL.**
- **EASY TO READ TAGGING ALLOWS YOU TO QUICKLY IDENTIFY THE MAKE-UP OF EACH INDIVIDUAL CIRCUIT CONTAINED ON THE SIMpull STACK™ REEL.**



Cut lengths of colored parallels, separated by stretch wrap, combined on one reel in the order of your pulls.

Segmented Reels on a SIMpull Payoff™ Stand are Also Available.

Segment each phase or segment multiple pulls, with multiple colors on one single reel. Position the SIMpull Payoff™ at the pull site or pull from the reels directly off the SIMpull Truck™. After your pull is complete, simply return the reels to Southwire.



MaxisJax™ Can Also Speed Installation

because of their unique and lightweight design. Multiple features have been added and changed from more traditional jack stands that speed up installation time and reduce the risk of injury to electricians.

- **THE LIGHTWEIGHT DESIGN AND EASY DISASSEMBLY, MEANS IT IS EASIER FOR ONE INDIVIDUAL TO TRANSPORT QUICKLY TO THE PULL SITE.**
- **HOLDS UP TO 3000 LBS.**
- **SPECIALLY DESIGNED JAWS WITH ENCASED BEARINGS CLAMP DOWN ONTO THE AXLE ALLOWING A SMOOTH AND EASY ROTATION WHILE HOLDING THE REEL FIRMLY IN PLACE. THIS AVOIDS RISK OF INJURY FROM REELS FALLING OFF MORE TRADITIONAL OPEN JACK STANDS.**
- **ONE ELECTRICIAN USING THE MAXIS® LEVER CAN LIFT A WIRE REEL UP TO 3000 LBS OFF THE GROUND, AVOIDING INJURY AND LABOR COSTS ASSOCIATED WITH MULTIPLE ELECTRICIANS LIFTING REELS ONTO JACK STANDS.**
- **SELF-ADJUSTING FOR REEL SIZES FROM 24 TO 48 INCHES.**





SIMpull Head™ Pulling Grips and Maxis Grips™

Safety, time and reliability certainly come into play when making up a pulling head in the field. At least 3 feet or more of cable, on every phase, is wasted, not to mention the time and clean up. Order your cables with factory installed SIMpull Head™ pulling grips that arrive already on the cable. Guaranteed NOT TO PULL OFF during installation. The low profile, staggered design of the heads assure that it always fits into the conduit, especially on tight turns, there's never an injury from making up a pulling head in the field and, there's absolutely no waste or clean up on paralleled cables, cut-to-length with factory installed pulling grips. Just set up the reel, hook on your rope with a clevis and pull. It's that simple. The heads are cut off after the pull and can be recycled.

Maxis Grips™

Don't have time to plan ahead for a pull? Make sure you always have a set of Maxis Grips™ on hand to assure a smooth and worry-free pull. Maxis Grips™ have the same set of safety, reliability and waste-reducing benefits. Easy to install, just slip onto your cables and you're ready to pull. Take them off and you're ready to terminate.



Maxis Pull-It™ Cable Pullers and Other Maxis® Tools

An engineering and development focus on the short-comings of existing cable pullers led to the development of the line of Maxis Pull-It™ Cable Pullers. A lightweight, high-speed line of pullers, capable of pulling up to 10,000 lbs, sets up in just minutes, without a gang box of parts or a need to bolt to the ground. Add dual remote foot pedals for dual motor control and experience the safest, most time and cost-efficient wire pulls you've ever had.

- MAXIS PULL-IT™ CABLE PULLERS
 - TRIPOD ACCESSORY FOR CABLE PULLERS
 - PULLING ROPES
 - TRIGGERS – DUAL CONTROL FOOT PEDALS
- MAXIS GRIPS™ – DOUBLE LOCK SYSTEM
- MAXISJAX™
- COILX
- MAXIS MAX PUNCH™ – DRILL POWERED KNOCKOUT PUNCH
- SPEEDSET – 4 IN 1 CONDUIT TOOL
- MARKSMAN – CONDUIT LAYOUT TOOL
- WIRE WAGONS – CHOOSE FROM MULTIPLE SIZES AND STYLES



Change is driven by the need for a better solution. Change requires innovation.

Not just innovative new products, but also innovative new processes that improve the safety and quality of electrical installations. Fewer steps mean fewer mistakes and more competitive bids to keep winning jobs. Working along side electrical contractors, Southwire has analyzed every step in the electrical installation process to identify the biggest opportunities for change. By making improvements to all the individual steps of the installation, you begin to see significant improvements to the total installation, primarily in the areas of reliability, safety, ease of installation and efficient use of labor.



Simple Distribution

Our fully stocked customer service centers are strategically spread across North America to assure we can get you the products you need, built and packaged to your specifications, to your job when you need them. By having a network of distribution centers, we are able to better service your needs because we understand local market conditions. We are where you are.



Simple Delivery

Have your color, paralleled, cut-to-length reels, with SIMpull Heads™ installed delivered on SIMpull Payoffs™ on our SIMpull Truck™. You can then move the reels on the payoffs to the pull site, or you can back a flatbed truck with SIMpull Payoffs™ up to your jobsite, hook the rope to the pulling grips and start your pull. If your jobsite allows for this option, you'll be able to make up for any lost time, meet tight deadlines and ultimately get the job done ahead of schedule, regardless of the problems or issues you may have thought would delay the project and take you over budget.



Controlling costs on the job is how you keep your business, in business

SAFER • FASTER • CLEANER • FEWER STEPS • FEWER MISTAKES



SIMpull® Product Performance Guarantee

We're so confident that we back it all up with an unbeatable guarantee. If during installation, the performance of the SIMpull T90® or SIMpull RW90® cables, with or without the attached SIMpull Head™ pulling grips are not equivalent to the performance of standard cable installed with conventional lubricant, or if the SIMpull Head™ pulling grip separates from the conductor during installation, you can simply call 1-888-665-8230. We'll replace the cable and cover the direct costs associated with replacement. We're confident because after all of our installations, SIMpull T90® cable, SIMpull RW90® cable and SIMpull Head™ pulling grips perform as promised. Visit www.Southwire.com/guarantee to see the complete Product Performance Guarantee.

SIMpull® Cable Pull Calculator

Southwire has developed a patent pending calculator tool that takes the guesswork out of your pull, avoids miscalculations, and saves you time planning for your pull. Now, all the tools you need are all in one place, making you the expert!

This tool can:

- Determine Conduit Fill per CEC®
- Show ampacity adjustments
- Calculate sidewall pressure
- Assure you complete your pull as planned

Go to www.Southwire.com/calculators and use the SIMpull® Cable Calculator to plan your next pull.



DRAMATICALLY IMPROVES INSTALLATION TIMELINES

SIMpull SolutionsSM Installation: Requiring **3** men performing various tasks

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	TOTAL TIME
PER MAN	20	10	1	2	20	53 Minutes
ALL MEN	60	30	3	6	60	159 Minutes

- **STEP 1:** One reel of SIMpull THHN® cable with 5 parallel color conductors arrive at job site, unload, transport to pull site, level reels on jacks
- **STEP 2:** Pull rope & rag through conduit
- **STEP 3:** Attach SIMpull Head™ pulling "grips" to pull rope
- **STEP 4:** Set up lightweight Maxis® tugger
- **STEP 5:** Start pull, pulling speed average 12 feet per minute

Traditional Installation: Requiring **6** men performing various tasks

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8	STEP 9	TOTAL TIME
PER MAN	70	10	20	10	50	30	30	40	15	275 Minutes
ALL MEN	420	30	120	60	300	180	180	240	90	1650 Minutes

- **STEP 1:** 4 x 250 black conductors with ground arrive at job site, unload, transport to pull site, level reels on jacks
- **STEP 2:** Transport lube bucket and rags to pull site
- **STEP 3:** Phase tape and check circuits
- **STEP 4:** Pull rope and rag through conduit
- **STEP 5:** Make up conductor head and attach to pull rope
- **STEP 6:** Set up tugger
- **STEP 7:** Set up to apply lube to head, at start of pull, and at pull boxes
- **STEP 8:** Start pull, apply lube at 2 location, pulling speed 6 feet per minute
- **STEP 9:** Clean lube off conductors and enclosure

**Total Savings Using
SIMpull SolutionsSM**

- Approximately 24 man hours saved @ \$75 per hour = \$1815 savings.
- Reduce total installation time by 86% to help ensure your job will be completed on time, on budget.

Vancouver, British Columbia

70 Glacier Street
Coquitlam, BC V3K 5Y9

Phone: 604-472-6980

Fax: 604-472-6981

Toll Free: 1-800-663-8434

E-mail: norbby@noramco.ca

Saskatoon, Saskatchewan

Unit 7 - 3703 Millar Avenue
Saskatoon, SK S7P 0B3

Phone: 306-249-6886

Fax: 306-249-6895

Toll Free: 1-855-249-6886

E-mail: norsktn@noramco.ca

London, Ontario

1031 Hubrey Road, Unit 8
London, ON N6N 1B4

Phone: 519-649-1636

Fax: 519-649-1575

Toll Free: 1-866-387-2564

E-mail: norldn@noramco.ca

Calgary, Alberta

#1 3529 12th Street NE
Calgary, AB T2E 6P4

Phone: 403-291-2955

Fax: 403-291-2995

Toll Free: 1-800-661-8530

E-mail: norcgy@noramco.ca

Winnipeg, Manitoba

1266 Border Street
Winnipeg, MB R3H 0M6

Phone: 204-661-8302

Fax: 204-663-3898

Toll: 1-800-706-9519

E-mail: norwpg@noramco.ca

Toronto, Ontario

7635 Tranmere Drive
Mississauga, ON L5S 1L4

Phone: 905-673-3570

Fax: 905-676-9825

Toll Free: 1-800-387-7622

E-mail: nortor@noramco.ca

Edmonton, Alberta

4328-55th Avenue
Edmonton, AB T6B 3S2

Phone: 780-468-5678

Fax: 780-465-5614

Toll Free: 1-800-232-7390

E-mail: noredm@noramco.ca

Hamilton, Ontario

1100 South Service Rd., Unit 104
Stoney Creek, ON L8E 0C5

Phone: 905-643-9188

Toll: 866-566-2166

Fax: 905-643-9177

E-mail: norham@noramco.ca

Montreal, Quebec

3490 Griffith Street
St. Laurent, QC H4T 1A7

Phone: 514-595-9595

Fax: 514-595-9599

Toll Free: 1-800-567-9595

E-mail: normtl@noramco.ca



NORAMCO
Wire & Cable

www.noramco.ca

604-472-6980

norcorp@noramco.ca

Contact Your Nearest Noramco Branch for Details.

Printed in Canada, © 2012 Southwire Company, All Rights Reserved.

Southwire, SIMpull T90, NoLube, SIM Technology, SIM pull, and Maxis are registered trademarks of Southwire Company. SIMpull RW90, SIMpull Stack, SIMpull Payoff, SIMpull Truck, SIMpull Head, MaxisJax, Maxis Grips, Maxis Pull-It, and Maxis Max Punch are trademarks of Southwire Company. SIM pull Solutions and SIM pull Stack are service marks of Southwire Company.