

# Investing in quality cables for the construction sector

Counterfeiting is an economic crime and needs to be treated as such. In the case of electrical cables it also risky business as the dangers it poses are life threatening.

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**S**o argues Mrs Phyllis Njeri Gachau, East African Cables group marketing manager. She said installing counterfeit electrical products in buildings is akin to playing Russian roulette with people's lives and properties. The inferior and sub-standard products are loaded with risks, including fire outbreaks that may lead to death.

The challenge, according to

manufacturers of electrical goods, is for constructors to put the safety of their clients first and stick to genuine products when wiring buildings. Globally it is estimated approximately \$200 billion worth of counterfeited goods move across countries worldwide. A report released in 2011 indicated cost of counterfeits on the Kenyan economy had grown from 50 billion Kenya Shillings to well over 70b. Today that cost could be edging closer to 150b, according to Mrs Gachau's estimation. Inferior and substandard cables pose a huge risk to the consumers; there is no bigger danger to occupants in any home, office or factory than having counterfeit cables installed. These kinds of cables are of dangerously inferior quality and cannot withstand the power load when connected. The repercussion of this decision can be catastrophic with unexplained fires in the worst case scenario. In addition, counterfeit cables reduce the lifespan of the equipment's one has in their building resulting in constant replacement of electronics and



A electric technician fixes an electricity line atop a pole

machinery. The cost of cable in a construction project is pretty small as compared to the entire project in most cases no more than five per cent, its therefore not a worth costs to compromise on the quality by installing counterfeit and substandard cables.

The law in all East African nations is very explicit on counterfeits with several government agencies mandated to inform the public and combat the illicit trade. However despite the huge mandate given to the agencies, they are ill equipped to deal with the issue due to lack of sufficient personnel, skill and funding and because of this gap the trade thrives.

The challenge is for Government agencies to fulfill their mandate of protecting lives, businesses and properties by acting to stamp out counterfeits. In particular, agencies mandated with the task of enforcing standards must rise up to the challenge and stem the growing tide of counterfeits.

Mrs Gachau suggested that dealing with the point of entry for imported counterfeit cables is a key measure to combat the menace. In the case of cables, no counterfeit cable is manufactured in the region. They all are imported mainly from the far East. The authorities need to tighten surveillance at the entry to be

able to diffuse the problem before it gets its way to the consumers.

She also called for disruptive surveillance. Constant inspections in the trade where electrical cables are sold should be done to ensure those trading in counterfeit are caught, this would also discourage those who may think of getting in the trade.

Mrs Gachau also proposed that punitive sentencing be implemented: In spite of the consequences of counterfeit goods, the law is not as punitive. This needs to be re looked to ensure faster court processes, longer jail terms and hefty penalties to those caught trading or distributing counterfeit goods.

She also urged consumer to seek to understand the dangers of counterfeit cables to their investment which can go up in flames but worse still, can lead to loss of lives. The ignorance allows the consumer to delegate entirely, the decision on which cable to be used in their projects. This leaves them vulnerable to unscrupulous traders and installers.

## SAFETY

INFERIOR AND SUBSTANDARD CABLES POSE A HUGE RISK TO THE CONSUMERS; THERE IS NO BIGGER DANGER TO OCCUPANTS IN ANY HOME, OFFICE OR FACTORY THAN HAVING COUNTERFEIT CABLES INSTALLED.



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We are wholesalers of all electrical goods and accessories.

We proudly own a high quality brand known as CARL AND GILBERTS which has the following products:

**Switches, Extensions sockets, Consumer units , Energy Savers, Fittings, MCB'S**



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## Costwise Electricals Limited offers quality electrical cables

**N**airobi-based Costwise Electricals places a premium on quality and long-lasting products. That is why it has invested in Western Cables which are top quality electrical cables which are safe for use.

These cables are manufactured exclusively for the company, which attests to the strict specifications that the manufacturer must meet. The cables are certified for quality by the Kenya Bureau of Standards (KEBS) to meet the required voltage according to their different sizes. The PVC insulation of these cables is superb and they are made of pure copper. They are manufactured to carry heavy electrical loads under any prevailing conditions. Costwise sells the cables under three general classes.

### Grey Flat

These are available in a wide range of thickness:  
• 1.0mm twin flat

- 1.0mm twin with earth
- 1.5mm twin with earth
- 2.5mm twin with earth
- 4.0mm twin with earth
- 6.0mm twin with earth
- 10.0mm twin with earth
- 16.0mm twin with earth.

### Flexible Cables

These are white round cables which are easy to fold due to their high flexibility. They are mainly used for extensions Sockets and surface wiring. They come in three core and various sizes. They range from 0.5 millimetres in thickness all the way to 4.0mm. Clients can choose the size that best meets their specific requirements.

### Single Core Cables

These cables come in three different colors which are: Red for the live current, Black for the neutral and Green for earthing. They range in size from 1.0mm 16.0mm.

## TOP QUALITY

WESTERN CABLES ARE TOP QUALITY ELECTRICAL CABLES THAT ARE SAFE FOR USE