



ENGINEERING YOUR SUCCESS.

# TechSeal Division: Opportunities for Growth

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## Telecommunications: Thinking Inside the Box with Tony Stillinger

### Protect the Electronics



A popular catchphrase is “to think outside the box”. I have learned that in the

telecommunications market it is better to “think inside the box”. That’s because it is the electronics inside the box that are important to the telecommunications customer. Not only are the electronics expensive but the cost of failure is even greater. Failure of a fiber-to-the-home (FTTH) unit would result in lost TV reception, high speed internet access and landline phone service.

Some aboveground – belowground fiber units may support up to 10,000 customers from a single box. Imagine having 10,000 unhappy customers on your hands. It is not a good situation.



### Wind Driven Rain Test



The Tech Seal Division and our distributor partners are working with several companies that

are designing and producing fiber enclosures. Passing the wind driven rain test (WDRT) is a major technical barrier for many enclosure manufacturers. Sponge may have been an acceptable seal prior to the WDRT but, many of the enclosure manufacturers have discovered that it doesn’t meet today’s requirements.

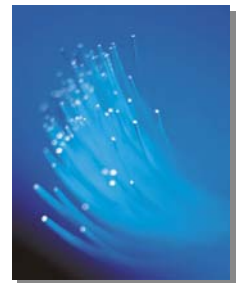
### TSD Value Proposition

The average cost of FTTH installation per household is \$715(2006)\*. A customer once threw out a figure of \$100 as the cost of their enclosure. The seal is a small portion of the overall enclosure cost. Our product provides a reliable sealing solution that passes the WDRT, protects the internal electronics, reduces service calls for the provider, and helps keep the provider’s customer happy and satisfied with their service. The performance of our product vs. sponge will have a positive effect on their bottom line. They are spending \$715\* in upfront cost, why risk paying more for seal failure? It is all about... Thinking inside the Box.



### FTTH Facts

- A study by RVA Research, pegged the annual growth rate for FTTH in the US to be 76%, highest of any country or region in the world.
  - 1.6 million Additional households have added FTTH service the past year, bringing the total to 3.76 million.
  - A study by PricewaterhouseCooper determined that FTTH is **Green** technology.
- Source: [www.ftthcouncil.org](http://www.ftthcouncil.org)



### Winning Formula

### Where to Look, Who to Call

Our solution to their needs is a hollow tube that can be provided as a cut to length or spliced part. The material of choice for this market is our S7395-60. This material gained acceptance in the telecommunications market because of its excellent performance and UL ratings (UL 94 V-0, UL 157, UL 94HB, and UL 50). It may be grey in color but I view it as **gold** for the telecommunications industry.

Where to look: Enclosure manufacturers and contract manufacturers.

Who are you going to call? **Tony Stillinger, Market Specialist at 864-515-6008 or email, [tstillinger@parker.com](mailto:tstillinger@parker.com).**

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