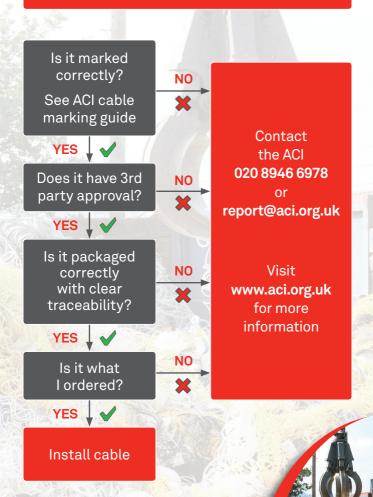


Confident of your cable choice?



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- In 2012/13 electrical distribution accounted for 4,200 fires, 450 injuries and 8 deaths*.
- A substantial number of domestic fires in Great Britain are caused by electrical appliances and wiring – around 20,000 per year**.
- 2.5 million UK adults experience a mains voltage electric shock each year, and around 70 people die from electrical accidents in the home**.
- A 2010 Shelter survey of 184 environmental health officers found that of the 90% of officers, who responded, had encountered electrical hazards in the past 12 months and that it was the fourth highest problem after damp and mould, excess cold, and fire safety.
- In 2012 the ACI highlighted a case of substandard cable which resulted in more than 8 million metres of substandard cable being removed from the market place.
- In the past four years there have been incidents of non-approved and substandard cable in Australia, US, Middle East, Hong Kong, South Korea, Europe and the UK.
- * Fire Statistics Great Britain April 2012 March 2013
- ** Electrical Safety First, Core Data Set, derived from GB-wide DCLG fire statistics 'mortality data and polling', available at http://www.electricalsafetyfirst.org.uk/ news-and-campaigns/policies-and-research/statistics/

The Approved Cables Initiative (ACI) is an industry-wide campaign set up with regulator support to educate and inform the cable supply industry and other stakeholders of problems encountered with sub-standard, defective and unsafe data, telecom and electric cable. If you would like to support the ACI's campaign visit www.aci.org.uk and sign up for our regular news updates or join our LinkedIn discussion group.

