



... or: Everything you ever wanted to know about the new ÖLFLEX®.

1. Q: What exactly is behind the name ÖLFLEX® SMART 108?

A: The introduction of the ÖLFLEX® SMART 108 represents yet another step forward in the expansion of our so-called “Basic Line”. The Basic Line comprises a range of products with the fundamental properties to meet a variety of application requirements; however, certain particular properties are omitted in order to create a price advantage. About a year ago, we introduced our Basic Line ÖLFLEX® CHAIN 808/809 for use in power chains – now we are introducing the ÖLFLEX® SMART 108 as a complement to our “classic” ÖLFLEX® CLASSIC 110. Once again, we are responding to the specific needs of many customers to find products that are perfectly tailored to meet their demands. Now isn’t that SMART?

2. Q: Are there any differences in quality between the ÖLFLEX® CLASSIC 110 and the ÖLFLEX® SMART 108?

A: No! When it comes to quality, we never make any compromises. Just like the ÖLFLEX® SMART 108, the ÖLFLEX® CLASSIC 110 is a VDE-tested and certified cable with factory surveillance. The basic, normative properties are the same for both cables and are supported by certificates.

3. Q: The same quality at a low price – how is that possible?

A: The combination of several “smarter” measures allows us to offer the ÖLFLEX® SMART 108 at a price that is extremely attractive to customers. Along with a focus on the basic cable properties, we have also made logistical simplifications. For example, with the ÖLFLEX® SMART 108, we have restricted ourselves to the 29 most common dimensions (compared to the ÖLFLEX® CLASSIC 110, which has 145 dimensions in the catalogue). On top of that, they are available in five fixed standard lengths ranging from 50-1,000 metres, and in two package units (rings and drums). Costs are further reduced through the reuse of PVC (regenerated PVC).

4. Q: What’s special about regenerated PVC?

A: It has been possible to recycle PVC for quite a while now. In our particular case, however, we face a few challenges: on the one hand, we produce products on an industrial scale and, on the other, we have to meet the consistently high demands for quality. PVC is far from being a simple addition to the cable – rather, it is necessary to convert available quantities into the design of new cables. To the extent that, for example, the specified silver-grey outer sheath of the ÖLFLEX® SMART 108 has to be completed in two layers, because the regenerated PVC – typically colour-neutral – is black.

5. Q: How interchangeable are the ÖLFLEX® CLASSIC 110 and ÖLFLEX® SMART 108?

A: In terms of size, weight and electrical properties, the cables are identical. In order to satisfy the desire for a more economic ÖLFLEX® variant with the usual Lapp brand quality, the ÖLFLEX® SMART 108 is limited to the basic properties that are certainly sufficient for use in a number of applications. By contrast, the ÖLFLEX® CLASSIC 110 offers greater performance. Particularly the use in power chains and wind turbines, alternate bending, torsion, and resistance to temperature and oil. Four crucial technical points.

6. Q: Is it likely that the ÖLFLEX® SMART 108 will replace the ÖLFLEX® CLASSIC 110?

A: The ÖLFLEX® SMART 108 has not been designed as a replacement product for the ÖLFLEX® CLASSIC 110. It is markedly different from the ÖLFLEX® CLASSIC 110 and serves as an attractive addition to the portfolio. With the introduction of the ÖLFLEX® SMART 108, we are giving the customer even more choice when it comes to choosing the right product. From now on, customers can choose whether they are looking for the special technical features of an ÖLFLEX® CLASSIC 110, or if their needs would be sufficiently met by the properties of the ÖLFLEX® SMART 108, offering the same Lapp brand quality at a reduced price. This means that choosing the appropriate cable comes down to the individual requirements of the customer.