



## Lapp Group Celebrates 50th Anniversary Supplier: Lapp USA

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On April 13, Florham Park was the setting for an unusual celebration: the German-based, worldwide supplier of integrated wire, cabling and connector products and solutions, the Lapp Group, commemorated the 50th anniversary of their signature brand ÖLFLEX®. ÖLFLEX® was the world's first industrially manufactured power and control cable, and the first ever cable with color-coded conductors. Ever since it was invented in 1959, ÖLFLEX® has been synonymous with quality, reliability and speed. To celebrate this, the Lapp Group is holding the ÖLFLEX® World Tour, which means that an ÖLFLEX® cable drum is visiting various Lapp sites around the globe. On April 13, the ÖLFLEX® World Tour made its American stop at the Lapp Group's American headquarters in Florham Park, New Jersey.

After its start in Stuttgart in the summer of 2010, the ÖLFLEX® World Tour has made stops in France, Spain, South Africa, India, China, Japan, and Chile before coming to the United States. At every stop, events for customers and employees were held, including performances by the Lapp Artists – a troupe of artists that accompanies the ÖLFLEX® World Tour and has come up with some inventive and memorable ways to integrate Lapp cables, industrial connectors and other cabling accessories into their act. The North American stop saw a two-day event which, on the first day, took the guests on a tour of the cable production site and warehouse and taught them some useful information about cabling and connectivity solutions for various applications and conditions, followed by the Lapp Artists' stunning show of acrobatics, dance and comedy. The first day concluded with a grand gala event at Meadow Wood Manor in Randolph, where Emmy-winner Steve Adubato interviewed Lapp family members and stakeholders Andreas and Siegbert Lapp. The brothers then collaborated with artist, Elliot, in the spontaneous creation of two unique works of art to commemorate the 50th anniversary of the Lapp Group and its ÖLFLEX® brand.

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