

MEDIA RELEASE

Superior Essex Communications Continues to Position Themselves as Industry Leaders by Joining CABA Board

ATLANTA, GA – March 31, 2021 – [Superior Essex Communications](#), the leading manufacturer and supplier of communications cables in North America, has announced its election as a corporate board member of the [Continental Automated Buildings Association \(CABA\)](#). The company, which recently became a CABA member organization, stands to benefit from timely, competitive intelligence on the sector and collaborative research opportunities offered to CABA members.

The company views this partnership as a bold move towards positioning itself with another industry leader aiming for continued growth in the telecommunications sector. Brian Ensign, Vice President of Marketing, Communications Division, who will be representing Superior Essex on the CABA Board, shared, "I look forward to forming a professional partnership with CABA and elevating the telecommunications industry standards by implementing collective intelligent building and sustainability values to secure a resourceful society. Modernization is the most vital tool we have in this digital age, and the opportunity to partner with another organization that aims to innovate using aggregated data, research, and education is a privilege."

CABA views Superior Essex Communications election to the board as evidence of its commitment to growth and strong industry affiliations. CABA's President & CEO, Ron Zimmer, weighed in on the partnership and said, "We are eager to work with Brian and the team at Superior Essex Communications. They have demonstrated their knowledge as experts in the industry and will no doubt encourage progress and growth. I am excited and prepared to offer my industry knowledge and market expertise."

Superior Essex Communications focuses heavily on [innovation](#), [sustainability](#), and the delivery of quality products with outstanding customer service to support all segments of the market. Our participation on the CABA Board will further support our efforts in the intelligent building space.

Superior Essex Communications' leadership team is committed to working with organizations that emphasize research and education within the intelligent buildings space, lending to the significance of the CABA Board election. CABA fosters informed thought leadership and collaboration within intelligently built environments to deliver a more livable, sustainable, and efficient connected world. The organization constantly strives to increase awareness of intelligently built environments by focusing on education and research.

CABA has launched numerous [research projects](#), industry reports, and [white papers](#) to develop technological advancements that support the environment, partner with industry participants, and provide digital security to the consumer market. CABA prioritizes educating industry affiliates on the impact its products have on the environment and humanity by continually researching new ways to enhance its sustainable strategies.



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ABOUT SUPERIOR ESSEX COMMUNICATIONS

Superior Essex Communications has designed and manufactured new technologies for a broad portfolio of wire and cable products and accessories, including telephone lines, premises copper and optical fiber cables, Distributed Antenna Systems (DAS) cables, hybrid cables that support broadband and 5G networks, and Power-over-Ethernet (PoE) cables that support Sustainable Intelligent Building technologies. Additional information is available at www.superioressexcommunications.com.

ABOUT CABA

CABA is an international not-for-profit industry association dedicated to the advancement of connected home and intelligent building technologies. The organization is supported by an international membership of over 370 organizations involved in designing, manufacturing, installing, and retailing products relating to the integrated home and building technology. Public organizations, including utilities and government organizations, are also members. CABA's mandate includes providing its members with networking and market research opportunities. CABA also encourages the development of industry standards and protocols while leading cross-industry initiatives. More information is available at CABA.org

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