

# OPTRONICS

Partner Programme



## OPTRONICS THE BRAND

### FibreFab Ltd

FibreFab Ltd was founded in 1992 and is located in Milton Keynes, United Kingdom (HQ). Fibrefab manufactures a wide range of fibre optical connectivity, patchcords, cable and management products.

Through distribution we supply products to satisfy the needs of the Premise, enterprise, campus, Telecom and FTTx markets.

Our services include producing products for unbranded, OEM and private label requirements

FibreFab has offices located in China and the U.S and can support our worldwide customer base with a sound global logistics network.

FibreFab Ltd has the largest termination capacity in Europe with dedicated termination sites located in Haverhill, United Kingdom and China.

### A global brand

Few appreciate the global reach of the Optronics brand! From its headquarters in Milton Keynes, United Kingdom the Optronics brand is supported by industry leading manufacturing sites in the UK and China.



### Optronics

In 1994, Fibrefab Ltd acquired Optronics, a company with over 20 years experience of R&D and manufacture of fibre optical components.

The name Optronics has since been used to create a brand of structured cabling products that when put together form the Optronics structured cabling solution.

The Optronics structured cabling solution covers both fibre and copper systems including the latest OM4 multimode fibre system, G657A singlemode and Category 6a.

Optronics is a brand of Fibrefab Ltd



Optronics Global HQ  
Milton Keynes - UK

Our manufacturing locations service our global sales operations in

- > Asia/Pacific
- > China
- > Europe
- > Middle East & Africa
- > North America
- > South America
- > UK



## A brand with principles

Making the choice to use Optronics will instantly add value to your business. The Optronics brand has built itself on a set of principles over the years.

The principles of Optronics are;

- > To produce products of the highest quality and equally the highest performance
- > Ensure optimum value for ROI
- > To provide a consistently high level of pre and post sale support.
- > To maintain and increase our global leadership in the design, development & manufacture of optical fibre products
- > To add value to the sales process and increase partner margins
- > Channel respect
- > To promote the interests of our partners to end users and installers
- > To provide a risk free partnership
- > Product & service flexibility

## First class support

An Optronics partner will benefit from a service level second to none. A dedicated team of engineers and product managers in the UK and Asia ensures the Optronics brand stays light years ahead of its competitors. Optronics is proven within the global market for its innovation and commitment to succeed in the development of new products to broaden and enhance our product offering through our partners.

Optronics partners have access to our design and engineering capability. The Optronics brand has the fastest turn

around cycle from concept to prototype in the world today and can quickly customize products to overcome the most difficult installation problems.

With offices in the U.K. Asia, Middle East and U.S.A Optronics is a 24 hour brand. This allows us to service our partners quickly in every continent with held inventory, dedicated customer support team, technical help and a sound channel of logistics. Optronics has also developed locally located rapid response manufacturing plants to support quick turnaround partner needs.

## OPTRONICS THE BRAND

### A brand with attitude

In the market today there are a vast range of branded solutions and unbranded products - all competing for the same winning position.

Unbranded products can, individually, provide excellence and be part of the solution but inevitably come from different sources that will undoubtedly cause additional management overhead and a potential reliability issue with the installed network. An Optronics branded solution

has taken on board the management of the whole product range and systemically designed the solution to ensure that it delivers confidence and will support the defined applications throughout their life. A customer can choose from many branded solutions each of which promote a typical style expected from the owner but probably will not offer the flexibility and reliability of the Optronics Cabling System.

### Optronics Cabling Solutions

The broadest and most innovative product range for tomorrows market

Optronics have the broadest range of product for tomorrows market, the brand constantly invests in the R&D of new products. With a dedicated team of

engineers and product managers in Europe and Asia Optronics continuously produces new product innovations and solutions.

#### MultiMode Fibre systems including

- > OM1
- > OM2
- > OM3
- > OM4

#### SingleMode Fibre systems including

- > OS1
- > OS2
- > G657A

#### High density MTP® Fibre system

- > Patchcords
- > Patch Panels
- > Cassettes
- > Adaptors
- > Trunk

#### Copper Cabling

- > CLASS D (Category 5e)
- > CLASS E (Category 6)
- > CLASS EA (Category 6<sub>A</sub>)
- > CLASS F (Category 7)
- > CLASS FA (Category 7<sub>A</sub>\*)

[\*] Category 7<sub>A</sub> is a class of cabling not currently recognized by the TIA.

#### Pre-terminated trunk solutions

- > Fibre Pre Terms
- > MTP®
- > Copper looms

#### Fibre Management systems including

- > Fixed / Sliding Patch Panels
- > Termination Boxes
- > Splice Enclosures
- > Floor Standing Cabinets

#### Test Equipment

- > Fusion Splicers
- > OTDR's
- > Light Sources
- > Power Metres
- > Inspection

#### Consumables

- > Splice Protectors
- > Termination Tooling
- > Fibre Cleaning

#### Training



### A trusted 25 year product & life application warranty

Optronics offer one of the most complete warranty programmes available to the structured cabling industry. Our copper and fibre solutions are designed for performance and reliability and manufactured to comply with the latest national and international standards at the time of installation.

The Optronics cabling system exceeds the performance requirements defined within ISO/IEC 11801, ANSI/EIA/TIA 568 and EN 50173, as applicable, and is warranted against manufacturing defects for a period of 25 years from the date of installation. Furthermore, Fibrefab Ltd will also warrant a complete Optronics system to support for the lifetime of the installation all applications that have been designed to run on the specific CLASS/Category of cabling system for 25 years, providing that the components have been installed and tested by an Optronics certified integrator.

The Optronics copper and fibre structured cabling range represents the relentless pursuit by the brand to bring quality and reliability to the market. Achieved through world class engineering we have confidence to stand behind our products and the applications they support for 25 years in the full knowledge that they will continue to faultlessly deliver the applications for which they were designed for a life-time.

- > Optronics cabling solutions are warranted to support all and any applications designed to operate over the installed class of cabling system
- > Optronics products are warranted for a period of 25 years as being free from manufacturing defects that could jeopardise the mechanical, electrical or transmission line performance and reliability
- > Warranty only available through the approved partner network
- > The warranty can be transferred to new building owners

(Please refer to the Optronics 25 year warranty document for terms and conditions)



### Why Partner with us?

*“Business in these times remains tough, across all of our markets and it is incumbent upon me to continually invest in the business”*

John Grillo  
Chairman

Many brands in today's climate are now happy to trade directly with the installer or end user to win projects by cutting out the 'middle man' which is damaging to the distribution network.

Optronics strongly believe there is great value in having a structured channel to market, our distribution partners serve a great purpose for the brand and Optronics rewards this accordingly.

As an approved Optronics Distribution Partner you will be entitled to the following benefits;

- > Pre & post sales support
- > Technical support
- > On & off site training
- > Direct access to the engineering department
- > Access to our global logistics channel
- > 25 year systems warranty programme
- > Back up inventory in UK, Middle East & Asia
- > Cooperative marketing fund
- > Reward scheme for demand creation
- > Resale guide pricing
- > Project price support

We undertake to:

- > Provide business opportunities for profitable growth
- > Not to appoint distributors competitive to your business
- > Discourage unnecessary levels of inventory
- > Stock rotation programme
- > Promote your business to end users and installers
- > Project registration reward scheme
- > Optronics representative to assist you with your customers

### Who is the right partner for the brand

The Optronics brand is continually growing and so the brand is looking to work with like minded partners who have the ambition to grow and succeed in their local market.

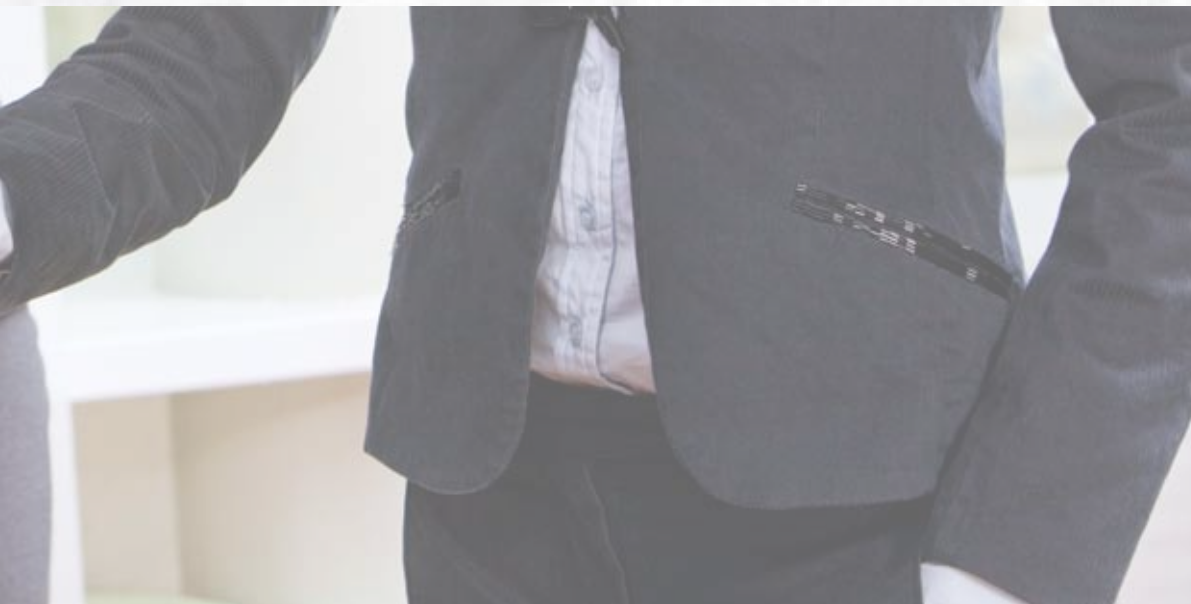
Optronics will appoint partners who can add real value to the already growing network and have the necessary skills and capability to maximise sales through distribution.

As with all partnerships there are some prerequisite commitments that each partner will need to abide to.

The Optronics Partner Programme requires the following from its partners;

- > Allow Optronics representative to train internal staff
- > Appoint internal business development staff to represent the Optronics brand
- > Recommend installers to become Optronics certified
- > Continually promote the brand through sales staff, literature, exhibitions and marketing
- > Meet mutually agreed sales targets
- > Agree to MOQ's & pricing structure
- > Attend annual business review
- > Hold agreed level of stock across the product ranges
- > Submit quarterly reports of product sales and forecasts
- > Advise on any cooperative marketing campaigns
- > Complete partner application form\*

[\*] Application forms can be downloaded from the website [www.optronicsnet.com](http://www.optronicsnet.com)



## THE OPTRONICS OPPORTUNITY

### Certified Integrator

Network integrators of the Optronics cabling solutions are an important and valued part of the partnership channel. They work closely with our distribution partners to specify Optronics fibre and copper products into projects with end users.

Optronics certified integrators are highly trained engineers who offer best in class consulting, design, installation, testing and aftercare services.

Most manufacturers force integrators to undertake training in order to become certified to install their brand of cabling solutions. This can be costly and time consuming for a lot of integrators especially in today's financial climate. Fibrefab the manufacturer behind the Optronics brand recognizes that this is a disadvantage to the integrator and so will not force an integrator to sit A N OTHER cabling training course.

Integrators for the Optronics brand do have to demonstrate that they are trained to above acceptable standards as outlined

As an approved Optronics Integrator you will benefit from the following;

- > Pre & post sales support
- > Technical support
- > Off & on site training
- > Direct access to the engineering department
- > Inventory held with local distributor
- > 25 year product warranty
- > Lifetime applications warranty
- > On site installation audits
- > Discounted tester equipment hire
- > Cooperative marketing fund
- > Resale guide pricing
- > Project price support through distribution partner
- > Lead generation reward scheme
- > Project registration reward scheme
- > Optronics representative to assist you with your customers

by the industry. Optronics integrators are trained to international standards and are qualified to BICSI and RCDD status.

Integrators are expected to show that they continually educate themselves and keep up to date with the latest industry news including the latest standards, products and to be aware of how their market is currently operating.

Fibrefab will continually support Optronics integrators with technical support and product demonstrations. All Optronics certified integrators receive product training and continuous training on new products and services offered under the Optronics brand.

As an approved Optronics Integrator you will be required to;

- > Provide adequate proof of BICSI and RCDD status
- > Continually keep up to date with new standards and products
- > Hold relevant quality accreditation
- > Produce lead generation for Optronics products
- > Allow Optronics representative to train internal staff
- > Continually promote the brand through sales staff, literature, exhibitions and marketing
- > Attend annual business review
- > Complete partner application form



### Cost effective, reliability for End Users

An IT system can be one of the most expensive part of any business operation. From installation to maintenance and of course downtime, every aspect of running a cabling system can be financially draining.

As the heart of any business, today's IT managers are under more pressure than ever to keep their network running smoothly and with the added pressure of the financial climate costs are required to be cut were possible.

Reliability and performance is still and will always be a highly sought after requirement but the increasing worry to save money could inevitably lead to implementing a poor system.

Fibrefab, with decades of technical knowledge of the data networking industry and highly accredited engineering capabilities have worked tirelessly to create a solution that is of the highest quality and reliability but also serves the purpose to help reduce the costs involved with structured cabling.

Choosing to use the Optronics cabling solution, End users can now benefit from both worlds and be sure that they have a cost effect, reliable and high performing system for their business.

With products produced to serve the increasing demand for data speed and bandwidth the Optronics cabling system can serve requirements from the basic need right up to tomorrows 40GB requirement.

End users can be reassured with the reliability and quality as Fibrefab will give a 25 year system warranty on Optronics installations (providing it has been installed by an Optronics certified integrator).

End users of the Optronics cabling system can benefit from;

- > 25 year product warranty
- > Lifetime applications warranty
- > Reliable product
- > Products produced inline with quality accredited process's
- > Exceptional support from an Optronics certified integrator
- > Solutions designed to exceed the latest data and bandwidth needs
- > Cost effective solutions, ensuring a quick return on investment



## THE OPTRONICS OPPORTUNITY

### Offering over 20 years of industry knowledge

Whether you are a distributor, integrator, consultant or end user; all partners for the Optronics programme have access to the knowledge base.

The Optronics knowledge bank has a breadth of documents covering a full spectrum of products, standards and industry news.

Partners can download directly from the Optronics website;

#### Product

- > Data sheets
- > Technical drawings
- > Technical notes
- > Catalogues
- > Installation Guides
- > Product updates
- > Demonstration Video's
- > Test Results

#### Tools

- > Calculation Tools

#### Optronics Programme

- > Branded literature
- > Warranty application form
- > Project registration form
- > Certification
- > Co-op marketing request

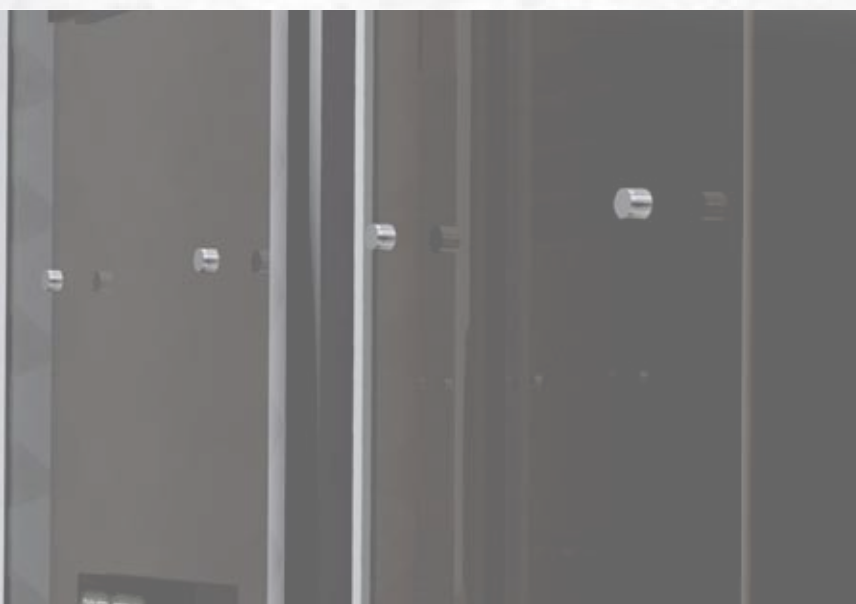
#### Papers

- > White papers
- > Application Notes
- > Standards updates
- > Industry news





Visit our website  
[www.optronicsnet.com](http://www.optronicsnet.com)






# **OPTRONICS**

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