Brico Magazine

la matassina GTL featuring on www.bricomagazine.com



What is the CPR?





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The start of the summer season has been marked by big changes in the cable sector!
On 1 July, the new Construction Products
Regulation (CPR) – EU regulation no.
305/2011 – definitively came into effect.



WE WOULD LIKE TO INFORM YOU THAT GO-AT TOPLINE SRL WILL BE CLOSED FOR A SHORT SUMMER BREAK FROM 14 TO 18 AUGUST!

La Matassina GTL

featuring on www.bricomagazine.com

His month we have created an ideal marketing strategy to coincide with the launch of the new www.lamatassina-gtl.com website, dedicated entirely to our cable skein.

Throughout the month of July, a banner advertising our flagship product will appear on the BricoMagazine homepage, providing a direct link to the Matassina website, while all the latest products can be viewed on the website's "in vetrina" section.

Whether you are at the beach or in the office, we hope you enjoy browsing through the www. bricomagazine.com website!





What is the CPR?

EU REGULATION NO. 305/2011

CPR = **Construction Product Regulation**

The CPR regulation concerns all construction products which are to be incorporated in a permanent manner in buildings and civil engineering works (e.g. households, industrial and commercial buildings, offices, hospitals, schools, underground rail networks etc.). All cables permanently installed in construction works, both communication and power cables, copper and fibre cables, irrespective of voltage, must be classified according to the relative installation environment.

OBJECTIVE OF THE CPR

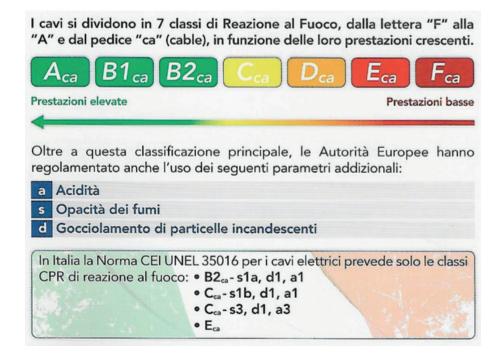
The aim of this Regulation is to ensure the free circulation of construction products within the European Union, providing a harmonised technical language to define the performance and essential characteristics of these products with a view to minimising the risk for people and goods and reducing the risk of fire.

ART. 2.1 OF THE CPR: CONSTRUCTION PRODUCT

"Construction product' means any product or kit which is produced and placed on the market for incorporation in a permanent manner in construction works or parts thereof and the performance of which has an effect on the performance of the construction works with respect to the basic requirements for construction works."

REACTION-TO-FIRE CLASSIFICATION

Cables are classified into 7 reaction-to-fire classes, identified using the letters 'F' to 'A' and subscript 'ca' (cable), based on their performance.



The GTL Srl company has taken the following steps in light of the introduction of the CPR Regulation:

- Information bulletin released on the Construction Product Regulation (CPR) – EU Regulation no. 305/2011
- The following disclaimer can now be found on the transport documentation supplied with delivered CPR cables: "By purchasing this product, the buyer undertakes to properly use the cable in accordance with the Construction Product Regulation (CPR) EU Regulation no. 305/2011, rendering the seller Go-At Topline Srl and any third parties exempt and free of any liability regarding its use".
- The following advisory note is now displayed on every GTL product label: "Users are advised to properly use this cable in compliance with the Construction Product Regulation (CPR) EU Regulation no. 305/2011".



- Finally, an extra label is now placed on every CPR cable skein displaying the CE marking, QR code which links to the accompanying manufacturer's label, our lot code and a description of the cable itself (see side image).





is also

ENERGY CABLES



SPECIAL CABLES



REELS



LaMatassinaGTL



The exclusive packaging of GTL cable skeins offers advantages and functionality that are typical only of 100 mt. cable coils: the diametral strap gives strength to the skein and contribute to the containment of the cable; then a shrink wrap provides additional resistance and guarantees the inviolability of the product.

The round hole in the shrink wrap in the upper semicircle has the dual function of enabling sellers to hang the skein in a showcase and also offer to customers the possibility to extract the cable from the centre of the skein, allowing the partial use of the content without damaging the packaging.

Consumers can find in the lower semicircle the label, so they can have an immediate reading of the content features. On top of this, GTL has also implemented a fully removable/mountable display case without screws.



The sales area is 200 x 60 cm. The showcase has been designed in order to be single or multiple, so sellers can put two or more stands together and have a bigger sales area.

They can also exhibit bigger cable coils for the sale of cables per metre. Thanks to a special type of U-shaped hanger each cable skein can be inserted or moved in the display case without moving the skeins above.

Cable skeins project - Goat TopLine - Made in Italy

GO-AT TOPLINE SRL (GTL)

Office: Via Moretto, 17 - 25082 Botticino Sera BS Italy

Warehouse: Via Svizzera, 28 - 46042 Castel Goffredo MN Italy

P.IVA e CF: 03537120986 T: +39 0376 780336 REA: BS 542552 F: +39 030 777 24 66