

Strategic Realignment in the Cable Market

Draka is now Prysmian: Global Market Leader Consolidates Brand Strength for a Sustainable Future

Cologne, 28 May 2026 – As part of a global strategic realignment, Prysmian is unifying its brand identity and integrating the former Draka product range under the “Prysmian” brand. The aim of this transition is to reduce portfolio complexity and establish a clear identity for sustainable technologies. While technical specifications and article numbers remain unchanged, functional improvements to the packaging and precise length markings on the cables deliver greater efficiency in everyday use.

All products previously known under the Draka name are now offered and delivered under the Prysmian brand. Users and partners of the company can rest assured that reliability remains fully intact: the label changes, but the proven product quality does not. Article numbers, data sheets, certifications and compliance requirements continue to meet the established standards, ensuring seamless integration into existing projects.

“With the transition from Draka to Prysmian, we are creating a clear and strong identity that reflects our role as a pioneer in sustainable technologies, while preserving the reliability our partners have always come to expect from us”, explains Zoran Borcic, Product Manager Copper Datacom at Prysmian and project manager of the rebranding. “Contractual terms, familiar contact persons and service levels all remain unchanged.”

Robust Packaging and Transparency in the Work Process

Alongside the visual redesign of the packaging, the company has significantly improved its structural quality. The new Reelex box will be introduced in June and, thanks to an enhanced folding technique, offers greater lateral stability. A newly designed, tear-resistant handle ensures safer handling and facilitates transport and stacking on the construction site. The use of recycled materials reduces the ecological footprint.

An additional practical benefit for installers can be found directly on the cables themselves. Printed using a sequential process, the cables indicate at any point how much material remains in the packaging – up to lengths of 350 and 305 metres respectively. This transparency

simplifies planning and prevents unnecessary interruptions in the work process, as the need for a new box can be identified well in advance.

Sustainability Made in EU

As a recognised specialist in sustainable technologies, the company will continue to manufacture within the European Union. "Our new brand identity is far more than just a fresh logo – it is a promise to our customers that we will actively drive the path towards a sustainable future through innovative solutions and a holistic approach", emphasises Zoran Borcic. The new corporate design, with its modern colour palette, underlines the group's commitment to people and planet: the logo symbolises the journey towards a sustainable way of life and the connection between human creativity and technological progress.

About Prysmian

Prysmian is the leading provider of solutions for energy and digital connections, delivering major electrical transmission projects on land and at sea, modernizing power grids, and unlocking renewable energy, electrification, and digital connectivity worldwide. The company combines engineering excellence with sustainability-driven innovation, enabled by its 34,000 employees, 109 production facilities and 30 R&D centers in over 50 countries. Prysmian is a public company, listed on the Italian stock exchange and recorded 2025 revenues of approximately €20 billion.

Further information at <https://de.prysmian.com/en>

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