

Southwire FlatWire - Product FAQ's

1. **What are FlatWire products?**

FlatWire Technologies, a division of Southwire, has created a new shift in wiring and interconnect devices for low voltage lighting, audio/loudspeakers, voice/data lines, high performance video, Cat 5, 5e, and 6 data cables, and other low voltage applications. Future products include 120 AC electrical and fiber optics. For specific product specifications, see the individual product group information offered on the website.

2. **How are FlatWire products different from traditional wiring?**

FlatWire products represent a completely new market segment apart from the 100-year-old wiring and connector industry. FlatWire's patented products utilize paper-thin copper conductors, insulated on each side by a polymer film. The wire is designed to be installed directly on the surface of walls and/or ceilings, without the need for in-wall installation. A proper installation is invisible once painted or wallpapered.

3. **Can FlatWire be used with existing round wire, or will I have to completely rewire my entire home or office?**

FlatWire and FlatWire Ready® Connectors work with existing wiring in new or older structures for virtually any type of wiring application. FlatWire has engineered connectors and adapters that make it easy for professionals and do-it-yourselfers to install anything requiring wiring, from traditional electrical products to the newest high-technology device safely, easily and cost-effectively.

4. **Are the different types of products and connectors interchangeable?**

No. FlatWire Technologies has designed a very safe product that makes each wire and connector unique to the specific wiring application. This is to make the product very easy to use. It also makes it next to impossible for even the most novice installer to make a mistake during installation that could cause harm to him or his equipment.

5. **Does FlatWire Ready® products attach to traditional outlet components or do customers need adapters?**

FlatWire Ready® products plug into traditional outlet components with an adapter, which, when properly installed and covered with paint or wallpaper, will make the outlet virtually invisible upon installation. What's more, the outlets are located on the side of the adapter, so furniture can be placed close to the wall without fear of damaging cords.

6. **How cost-effective is FlatWire compared to traditional round wire?**

The real cost of any wiring project is the complete installed cost. While the cost of the wiring itself is competitive, FlatWire is much cheaper if you consider installation. Because FlatWire is installed on the surface of walls and/or ceilings instead of behind the walls, there is no cost associated with drywall or plaster repairs - and no mess either.

7. **What's the longevity of the products?**

If installed according to manufacturer's specifications, FlatWire products are designed to last the life of a structure or as long as needed. FlatWire are designed to make bends to conform to the installation requirements and has undergone testing where it withstood more bends than would ever be encountered in any installation.

8. **Are there any competitors?**
No. This is a completely new, patented product technology in an entirely new market segment.
9. **Are there applications for your products beyond the residential market?**
Yes. FlatWire products are suitable for both home and office. They can be used in any industry. In fact, FlatWire products will make it easy for commercial customers to modify or add the most desired lighting fixtures, audio components, and high performance video components in a space without having to do in-wall wiring. This will save considerable money, especially in situations where build-outs are complete and additional components need to be added. Also the ever-changing requirements for these applications make the FlatWire products uniquely cost effective in the commercial environment.
10. **Can you use FlatWire products inside and outside?**
Currently, FlatWire products are for indoor use only, but we are working to develop FlatWire products that can be used for outdoor applications.
11. **Are the products warranted?**
Yes. FlatWire products are covered for material defects for a period of one year from the purchase date. However, FlatWire products are designed to last the life of the structure.

Installation FAQ's

1. **Can I make 90-degree bends?**
Absolutely! Most installations do not go in a straight line without any bends, and FlatWire products were designed to give you the flexibility to have a wire run anywhere you want. Simply bend the FlatWire and crease it onto itself. You can use spray adhesive to adhere the wire to itself as an extra measure. Then simply install as normal. You may make multiple bends as needed and it still does not affect performance in any way.
2. **Is professional installation required for FlatWire products?**
Both contractors and do-it-yourselfers can install the FlatWire and FlatWire Ready® products with basic redecorating techniques and a minimal understanding of wiring. Do it yourself or do part of it yourself. You have many options with FlatWire.
3. **Will FlatWire offer licensed contractors who can perform installations?**
Yes. Even though the FlatWire Ready® concept offers easy and professional-looking installation for do-it-yourselfers, FlatWire will have a nationwide network of authorized installers who can perform installations. In addition, certified installers will have undergone training to eliminate any on-the-job learning curve, but contractors who are not certified will be able to purchase and install the product fairly quickly and easily.
4. **How are FlatWire products installed?**
FlatWire products are extremely easy to install because they attach to the surface of walls and ceilings using our FlatWire Ready® formulated spray adhesive. A professional installation would use standard wall or joint compounds and techniques to blend the minor thickness differential into the wall. Once installed, it is then painted or wallpapered to become virtually invisible. You can

read the installation instructions for our wire and interconnects here on the website.

5. **Does it require any drilling or in-wall installation?**
Another definite "No." FlatWire products are installed directly on the surface of walls and ceilings using adhesives, so no drilling or in-wall installation is necessary.
6. **How do you attach it to the wall?**
FlatWire products attach quickly and easily to the wall with our FlatWire Ready® Spray Adhesive. First, you spray the adhesive to the wall and then attach the wire to the adhesive. Our adhesive is tacky enough to provide 10 to 15 minutes of readjustment time if necessary. A professional installation would include standard wall or joint compounds and techniques to blend the minor thickness differential into the wall. Once finished, the product will be virtually invisibly once blended and painted or wallpapered.
7. **How can the wiring be "invisible" if installed directly on a surface?**
FlatWire products are so thin that it is almost impossible to detect by sight and feel if installed properly. The wires range from 4/1000 of an inch to 13/1000 of an inch, which makes FlatWire as thin as a business card. Once attached to the wall, the product is painted or wallpapered to become virtually invisible. Before painting, we recommend that installers use a traditional "blending" compound over the wire to blend it into the wall.
8. **Does the wiring cause paint to chip or wallpaper to buckle?**
No, if properly installed. Because the adhesive sticks to the wall, it lays flat and does not cause paint or wallpaper to chip or buckle. If installed properly, the wire will blend in with the paint or wallpaper and be virtually invisible.
9. **During installation, can you install one type of wire over another type of wire?**
Yes. The FlatWire products are designed to be cross over top of one another for multiple applications and will remain virtually invisible.
10. **Will installing wire over wire cause interference in my system?**
No. The patented technology protects the wires from interference in virtually all cases, even when crossing the wires over each other.
11. **Can you install FlatWire products over a textured surface?**
Yes - and they will still be unnoticeable. For example, if installing FlatWire on a textured ceiling, the first step is to use a special tool to clear a path through the textured surface. Next, attach the wire along the path using our FlatWire Ready® Spray Adhesive. Finally purchase a textured ceiling repair kit and apply to cover the wire's path. When complete, the installation will be unnoticeable.
12. **What type of professionals will be able to install the FlatWire products?**
While any type of person, either professional or do-it-yourselfer, will be able to complete a successful installation, it will provide incremental business opportunities to professionals such as electricians, painters, wallpaper hangers and contractors, who will be able to offer FlatWire installation easily and inexpensively at the time of service.
13. **Does FlatWire installation require rewiring?**
No, it does not require rewiring. FlatWire products work with existing wiring and outlets.

14. Are FlatWire Ready® interconnect devices invisible?

Somewhat. Unlike FlatWire, the interconnect devices have, by necessity, more thickness to them. The FlatWire Ready® interconnect is designed to be paperable and paintable whenever possible to help the human eye occlude them to the surface of the wall or ceiling for the best aesthetic presence possible.

15. If the FlatWire Ready® product is invisible, how do I know where it is installed?

FlatWire Technologies has designed two ways to identify where its wire is installed on a surface. The first hint is to look at the module faceplate, which will have indicator marks to show where the product is installed. In addition, FlatWire Technologies has engineered a tool, similar to a stud finder, which can detect the exact path of the wire.

16. If FlatWire is installed under wallpaper, can the wallpaper be removed without taking off the wire?

Yes. If the installer follows the recommended steps, FlatWire will remain on the wall. Typically, a proper installation will involve installing the wire, covering it with wallpaper sizing and then hanging the wallpaper over the sizing. If the wallpaper is hung directly on top of the wire without the sizing, there is a chance that the wiring will pull off when removing the wallpaper.

17. How do my existing products plug into this wire?

It's as easy as connecting a lamp to an existing plug; the user does nothing different. The FlatWire Ready® interconnect is what makes the transition from FlatWire to a standard plug or device.

18. How do you know how much FlatWire to purchase?

Measuring for FlatWire installation is similar to determining lengths for traditional wiring. The trick is to measure the installation path. Calculate the total distance the wire has to cover, remembering to add extra length for interconnects.

19. Are there instructional aids that demonstrate the proper installation techniques?

Various Instructional aids, tips and other materials are offered by either the online install instructions or the install DVD.