

# Think all patch cables are created equal? Think again.

## Beware of bargain-basement patch cables.

The patch cable: It's often one of your network's least-expensive components, but if you're not careful, it can also be your network's weakest link.

That's because the quality of the cable plays a key role in overall network response and reliability. Faulty cords not only degrade network performance, but they can also contribute to excessive network downtime.

And quality isn't what you necessarily get when you choose patch cables based solely on price. Many companies advertising cheap cable prices on-line and elsewhere can only do so by cutting corners and creating a cheap product in the process. Common tricks include:

- Using scrap cable lengths to build their patch cables.
- Using inferior, poorly fitted cable connectors.
- Using untested cable or skimping on performance testing (such as doing no more than a wire-map test).
- Manufacturing the cable inconsistently.

Along with low prices for low-quality cable, you also risk getting low customer service as part of the "bargain." Many "virtual" cable suppliers lack technically knowledgeable staff who can be reached round-the-clock to answer your questions. Or you have to pay extra to actually speak to a person.

Others make no promises that the cable they sell performs as advertised. They may also offer skimpy warranties, have limited selection and stock, impose cumbersome return policies, delay shipping, and do little to ensure that what they sell meets your exacting standards.

## What makes Black Box patch cables better?

Our patch cords use only high-quality components and EIA/TIA compliant, enhanced connectors, and they undergo rigorous testing to verify that they meet or exceed EIA/TIA performance standards. Black Box patch cables are also available in many lengths, colors, and configurations, and are in stock and ready to ship today.

Even better, Black Box's warranties cover patch cables for life and we offer a 45-day money-back guarantee—no questions asked! We also back every product with the best FREE Tech Support in the industry, with our experts available 24 hours a day, 7 days a week to answer your questions on the phone or on-line.

The bottom line: Black Box patch cables deliver quality performance at a great price—which means they're clearly a much better *value* for your money.

Plus, you're dealing with a solid, reputable company. Black Box has 29 years of experience keeping customers happy. In fact, Black Box has provided high-performance cables to the world's largest companies, serving the industry as both a "bricks-and-mortar" business and on-line at [blackbox.com](http://blackbox.com). We're not one of the nearly anonymous cables-at-a-discount outlets that have appeared virtually overnight on the Internet; we're here to stay.

For information on the right patch cable for your application, call our FREE Tech Support today at 877-275-2269 (877-ASK-BBOX) or visit [blackbox.com](http://blackbox.com) and click "Talk to a Tech."



## BLACK BOX PATCH CABLES:

*High Quality + Low Price = The Best Value*

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