



provides products and experience

TO GET THE JOB DONE RIGHT THE FIRST TIME



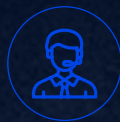
QUALITY

Uncompromising
Commitment



SELECTION

One Stop Shop
End-to-End Solutions



SERVICE

Knowledgeable
Responsive & Reliable



VALUE

Affordable Solutions
Real Value



SimplyCABLE™

Simply45™

SimplyFIBER™

SimplyAV™

SimplyTEST™

www.simplybrands.com

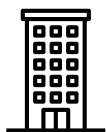
OUR COMPANY

SimplyBRANDS was founded on the belief that strong brands are built through clarity, authenticity, and purpose, helping businesses stand out with reliable, customer-focused solutions. Evolving from two companies—Structure Cable Products and Go Simply Connect—it has become a trusted platform for strategic, accessible connectivity. With a team of industry experts, **SimplyBRANDS** blends creativity and real-world experience to deliver impactful infrastructure solutions that drive growth.

DELIVERING CONNECTIVITY SOLUTIONS FOR YOUR VERTICAL NEEDS



Residential



Multi-Dwelling Units



Hospitality



Healthcare



Gaming



Communication



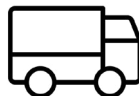
Retail



Commercial



Government



Transportation



Utilities



Education

Quality

- Uncompromising commitment to consistently deliver high quality products
- Industry innovation and leadership. Not just another brand on a box
- 3rd Party Certifications: UL, cUL, ETL, CPR EuroClasses Eca to B2ca
- Our popular tangle-free & lightweight pull boxes, now even better
- Lifetime Warranty **SimplyBRANDS** branded bulk cables
- Growing list of TAA compliant products

Selection

- Wide product range focused on end-to-end solutions
- One-Stop-Shop with over 1400 total sku's and over 250 million feet of cable in stock
- **SimplyBRANDS** sold in over 80 countries worldwide
- Ongoing product development to meet your needs today and tomorrow

Service

- Knowledgeable team of people that are easy to do business with
- Training support to our value-added distributors
- Fast same day shipping from USA warehouses
- Convenient distribution centers –
USA: Florida & Texas; Europe: The Netherlands
- Popular Programs:
Free Shipping, Private label, OEM, and Factory Direct for our international customers

Value

- Affordable solutions without compromising on quality
- Best combination of quality, selection, service & pricing in the industry

LOCATIONS

CORPORATE OFFICE:

USA - Florida
6365 NW 6th Way, Suite 320
Fort Lauderdale, FL 33309 USA
Phone: (954) 327-5770
Fax: (954) 327-8176

DISTRIBUTION CENTERS:

USA - Texas
3665 La Reunion Parkway
Dallas, TX 75212 USA
Phone: (972) 685-2951
Fax: (972) 685-2965

Europe - Netherlands
Structured Cable Products, Inc.
Marconiweg 3
Tholen 4691 SV,
Netherlands



UL/ETL; CMP, CMR, CM, LSZH
CPR EuroClass: Dca to B2ca

CATEGORY / LAN

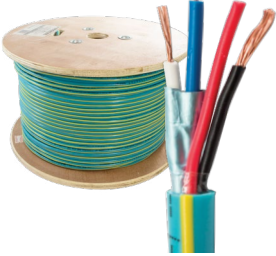
- ProSeries - Cat7a/6a/6/5e
- Cat7a
- Cat6a - U/FTP, UTP
- Cat6 - F/UTP, UTP
- Cat5e - F/UTP, UTP
- Cat3



High Strand Count OFC
UL; CMR CL3R, LSZH | CPR EuroClass: Dca to B2ca

SPEAKER

- Indoor/Outdoor
- In-Wall
- Commercial LSZH - B2ca (EU)
- Direct Burial/Landscape
- Contractor Grade



UL CMP, CM; LSZH
CPR EuroClass: Dca

AUTOMATION, LIGHTING & CONTROL

- Crestron® Compatible
- Lutron® Compatible
- Universal Control
- LED RGB+
- Balanced Line Level
- FPLR - Shielded/Unshielded
- FPLP - Shielded/Unshielded
- DMX 512/RS485
- KNX® Bus (EU)
- Vantage® Compatible



UL; CMR, CMP
9 Jacket Colors Available

SECURITY, AUDIO & CONTROL

- Security Coil Packs
- Stranded BC - PVC & Plenum
- Solid BC - PVC & Plenum
- Access Control - PVC & Plenum
- Low Voltage Cables



UL/ETL; CMP, CMR, CM, LSZH

COAXIAL - 75Ω

- RG6/U Quad Shield
- RG6/U
- RG59
- RG11
- Type 100 (EU)



UL; CMR, CM

STRUCTURED / COMPOSITE / HYBRID

- HNC Series - Cat, Coax, Speaker
- Over 15 construction configurations
- Siamese & Overall Jacket
- Customized Available
- Hybrid - Copper/Fiber featuring SimplyFiber™



DIRECT BURIAL

- Category/LAN - Cat6a/6/5e
- Coax - RG6 Quad, RG6, RG59, RG11
- Security, Audio & Control
- Landscape Lighting
- Speaker - ProSeries

ELECTRICAL - LOW VOLTAGE

- Thermostat
- Landscape Lighting
- Ground Wire
- LED Dimmer
- Portable Cord



SimplyAV™

HDMI®

- 8K 48Gbps - Passive & Fiber
- 4K AOC 24Gbps
- 4K AOC 24Gbps - Outdoor
- 4K Premium Certified - 3 series
- 4K Ultra Slim - Active & Passive
- 4K Custom Install - Active & Passive
- Extenders



CMP, CL3, LSZH



HDMI USB DisplayPort

HDMI ADAPTER RING

- ProAV 4K Dongler
- Unloaded Dongler
- Dongle Adapters

Simply45®



Commercial Rated, UL94 V0

RJ45 CONNECTORS

- ProSeries Pass-Through with Cap45®
- Pass-Through RJ45 - Cat7a/6a/6/5e
- Standard WE/SS RJ45 - Cat7a/6a/6/5e
- Field Plugs



NETWORKING

- Keystone Jacks - 90° & 180° - Cat6a/6/5e
- Patch Panels - Loaded & Unloaded
- Brackets
- Patch Cables - Cat6a/6/5e



TOOLS

- Crimpers - RJ45 & Coax
- Strippers
- Cutters
- Punchdown
- Screwdrivers



INSTALLATION PRODUCTS

- Premium Media Enclosures
- Low Voltage Mounting Brackets
- Structured Wiring Modules
- Splitters & Amplifiers
- J Hooks, Cable Ties and Clips
- Power Strips, Wall Plates and Inserts

SimplyFIBER™



Bend Insensitive - "Installs like copper"
OFNR, OFNR, LSZH, CPR Rated Dca/B2ca

FIBER BULK CABLE

- SimplyFiber featuring Corning® ClearCurve® and SMF-28® Ultra Bendable
- OM3 Multimode
- OS2 Single Mode
- Hybrid - Copper/Fiber
- Tactical



FIBER ACCESSORIES

- Breakout Kits
- Couplers & Adapters
- Enclosures & Wall Boxes
- Field Plugs
- Keystone Jacks & Panels
- Keystone Solutions
- LGX Style Adapter Plates
- Patch Cords
- Transceivers
- Termination Kits & Tools

SimplyTEST™



VERIFICATION

- Tone and Probe Kit
- VDV Series
- SecuriTEST IP Digital/Analog/HD Coax CCTV Tester
- Accessories



QUALIFICATION

- SignalTEK Series
- SignalTEK + Accessories Bundles
- Sapphire Care Plan



CERTIFICATION

- LanTEK Series
- LanTEK + Accessories Bundles
- Sapphire Care Plan



FIBER METERS

- FiberMASTER Series
- FiberMASTER + Accessories Bundles
- Accessories
- Sapphire Care Plan

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