

## Confident of your cable choice?

Is it marked correctly?  
See ACI cable marking guide

NO



YES



Does it have 3rd party approval?

NO



YES



Is it packaged correctly with clear traceability?

NO



YES



Is it what I ordered?

NO



YES



Install cable

Contact the ACI  
020 8946 6978  
or  
[report@aci.org.uk](mailto:report@aci.org.uk)

Visit  
[www.aci.org.uk](http://www.aci.org.uk)  
for more information

## Confident of your cable choice?

- In 2012/13 electrical distribution accounted for **4,200 fires**, **450 injuries** and **8 deaths\***.
- A substantial number of **domestic fires** in Great Britain are caused by electrical appliances and wiring – around **20,000** per year\*\*.
- **2.5 million** UK adults experience a mains voltage electric shock each year, and around **70 people die** from electrical accidents in the home\*\*.
- A 2010 Shelter survey of **184** environmental health officers found that of the **90%** of officers, who responded, had encountered electrical hazards in the past 12 months and that it was the fourth highest problem after damp and mould, excess cold, and fire safety.
- In 2012 the ACI highlighted a case of substandard cable which resulted in more than **8 million metres** of substandard cable being removed from the market place.
- In the **past four years** there have been incidents of **non-approved and substandard cable** in Australia, US, Middle East, Hong Kong, South Korea, Europe and the UK.

\* Fire Statistics Great Britain April 2012 – March 2013

\*\* Electrical Safety First, Core Data Set, derived from GB-wide DCLG fire statistics 'mortality data and polling', available at <http://www.electricalsafetyfirst.org.uk/news-and-campaigns/policies-and-research/statistics/>

The **Approved Cables Initiative (ACI)** is an industry-wide campaign set up with regulator support to educate and inform the cable supply industry and other stakeholders of problems encountered with sub-standard, defective and unsafe data, telecom and electric cable. If you would like to support the ACI's campaign visit [www.aci.org.uk](http://www.aci.org.uk) and sign up for our regular news updates or join our LinkedIn discussion group.

