

NIEHOFF Magazine

Expertise, Customer Driven, Service – in Good Hands with NIEHOFF

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Customer benefits & Cost savings



Versatile guiding principles

Venine Cable Electric Wire Co. Ltd., Thailand

Venine Cable Electric Wire Co. Ltd. is one of the leading manufacturers of high-quality power cables and communication cables in the ASEAN region



History

Venine Cable is part of the Venine Corporation, which also includes the Venine Copper Co. Ltd., which emerged from the Racer Wire Works founded in 2001, and the electrical equipment distributor Ven-

ine Engineering Co. Ltd. The origins of the corporation date back to 1969.

Venine Cable gained its current name when the predecessor company Miracable, which was established and accredited by ISO

9001:2000 in 2008, changed its name in 2017 to Venine Cable Co., Ltd. The company has become one of the leading power cable and communication cable manufacturers and distributors in South East Asia, with a currently registered capital of USD 18,000,000. The company has been investing continuously in its manufacturing facilities. In 2016 also the production capacity for high voltage power cables and optical fiber cables was expanded.

Efficient manufacturing

The factory is located in Ladbualuang District, Ayutthaya, and covers an area of 52 acres. The premises are equipped with state-of-the-art manufacturing equipment and use advanced production technologies. The entire production process from manufacturing to distribution is subject to quality standards. Venine Cable has acquired the ISO 9001:2015 and ISO 14001:2004 cer-



tifications for its advanced management system and environment management system.

Venine Cable selects only premium quality raw materials such as imported copper plate with a purity of 99.99%, which is processed by the sister company Venine Copper Co. Ltd., and grade 'A' PVC compounds for isolation to comply with the industrial standard (TIS). In this way it is ensured that the products are characterized by efficiency, high durability, and safe use. A further strength of the company is that it continuously improves the personnel potential developments.

Products and Applications

Venine Cable manufactures power cables made from copper or aluminum wire and communication cables. The production range includes copper and aluminum wire, building wire, low voltage power cables for control applications,



Guiding principles and vision

The guiding principles, which Venine Cable has given itself, are summarized in the word ENHANCE whose single letters stand for the following abilities and principles:

- E** Expert in manufacturing electrical & communication products.
- N** Network: To build the access point where anyone can reach to the Venine corporations network.
- H** Heart intends to please customers with service-minded and to build customer trusts.
- A** Achievement: To work effectively to achieve the corporations goals.
- N** Needs: To reach all customers' expectations that base on satisfaction.
- C** Competency with abilities and efficiencies to compete with other nations.
- E** Ethic: Business conducts based on ethic principles.

Venine Cable is determined to be one of the leading manufacturer and distributor companies of electrical cable and LED lighting systems in the ASEAN region and is working to further expand its business across the ASEAN countries.



medium voltage cables and high voltage power cables for power transmission and distribution networks, as well as communication cables such as optical fiber cables. Other products are LED lighting and lighting fixture systems. The cables are foreseen for various industrial and domestic applications and used in power networks, the building sector, power plants, communication networks and railway systems.

Customers

Through sophisticated distribution channels, the company has established an efficient supply chain network to satisfy the needs of over 500 trade partners located nationally and in other ASEAN countries. This has resulted in Venine being the preferred supplier of many national and international trade companies, appearing exclusively on their lists.

NIEHOFF and Venine Cable

NIEHOFF and its subsidiary NIEHOFF Singapore Pte. Ltd. and Venine Cable cultivate a mutually stimulating partnership. The NIEHOFF Group is delighted to applying its knowledge, technology and customer service to assist Venine Cable to offer high quality products and services to the customers and to have the capacity to respond to the growth of infrastructure of Thailand and other ASEAN countries.



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