

## DOW JONES SAVES TIME AND MONEY WITH FLEX4® AND INTELLIGENT FLOOR® MODULAR WIRING SYSTEMS

Since its modest beginning in a basement office on Wall Street in 1882, Dow Jones & Company has leveraged its flexible nature to become the world's premier provider of vital business and financial news and information.

This fundamental flexibility extends even to the company's infrastructure. At Dow's 1.2 million square foot Bernard Kilgore Center in South Brunswick, N.J., the company is using modular zone wiring solutions from America Cable Systems (ACS) to make it easy to renovate and reconfigure existing offices, and to save time in new construction. Dow is also using ACS flexible modular wiring to power overhead lighting throughout the Center.

Dow Jones, based in New York City, is the parent company of The Wall Street Journal, Dow Jones Newswires, Dow Jones Indexes, Barron's, and many other print and electronic news and information products. The Bernard Kilgore Center, soon to be a six-building campus, is home to Dow Jones Interactive Publishing, The Wall Street Journal Classroom Edition, Dow's corporate data center, a printing plant, a planned daycare center, and other administrative departments.

In the early 1980's, the Kilgore Center consisted of three buildings with a total of approximately 260,000 s.f. of floor space. According to Fred Cooper, the con-

struction maintenance manager for the Center, at that point most of the electrical service in the three buildings was traditional metal conduit and wire.

### **Old Hard-wired System Costly**

"Our early electrical system was daisy-chained so that when you disconnected one workstation you knocked out everybody down the line," Cooper explained. "We were constantly making changes, which meant that we had to do the work late at night. We paid a premium in overtime labor and wasted time. We had to find a better way to do it. The modular zone power distribution system from ACS gave us the flexibility we needed."

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In 1985, Dow expanded the Bernard Kilgore Center by constructing a 450,000 s.f., 3-story building to house the new Dow Jones Interactive Publishing division. In 1994, Dow used the Flex4® flexible modular wiring system from ACS to power 4,500 overhead fluorescent lights throughout one floor of the building. In addition, the ACS Intelligent

Floor® modular zone distribution system was used to provide power to 390 workstations on the same floor.

### **ACS Wiring Easy To Use**

"The Intelligent Floor wiring lets our in-house staff make the changes we need without outside assistance. That saves time and money and gives us greater flexibility," Cooper notes. "We use raised floors in all our office buildings, which lets us put the wiring under the floor and frees every square inch for office space."

The ACS Intelligent Floor modular zone wiring system is built in the ACS factory to ISO 9001 standards. The system is assembled, tested and labeled based on the customer's engineering drawings. "All you have to do is plug it in," Cooper says. "You get a blueprint from ACS that shows where everything goes, all the distribution boxes, cables, everything. Everything is pre-marked and snaps together securely. You just install it. It probably saves about 50 to 75 percent on installation time, which means labor savings are tremendous!"

In 1995 and 1996, ACS supplied additional Flex4 modular wiring to support the addition of a total of 1,200 fluorescent fixtures in all of the Kilgore Center buildings. ACS modular zone wiring was also used under raised floors to power addi-

tional workstation outlets.

In early 1997, Dow began construction on another new building at the Kilgore Center. The new structure, due to be completed by the fall of 1998, is a 400,000 s.f., 4-story office building. Again, ACS Flex4 flexible modular wiring is being used to power approximately 5,000 overhead fluorescent lights. ACS modular zone wiring is also being used to provide power, this time to 1,300 workstations.

### **Intelligent Floor**

According to Ramon Gonzalez, project manager for electrical contractor Scholes Electric, the ACS Intelligent Floor modular wiring system is being installed under the raised floors used throughout the new Kilgore Center building.

"We run an ACS home run cable from the main power panel on each floor to a master distribution box under each floor," Gonzalez explains. "We use double-port extender cables from the master boxes to slave distribution boxes. Up to eight workstations can be connected to each slave box by whip end extender cables. We follow the drawings from ACS. Modular wiring goes in about 75 percent faster than conventional pipe and wire methods. We use ACS modular wiring in almost every job we do now."

According to Gonzalez, each of the 1,300 workstation floor boxes in the new building has multiple power outlets. One outlet at each workstation provides an uninterruptible power supply for use with computers and other critical of-

fice equipment. The UPS is supplied to the main power panel on each floor from a central system. Each workstation location is supplied with 2,500 watts of 120 volt, isolated ground power.

### **Downtime Kept To Minimum**

"We are a dynamic company that prides itself on being on the cutting edge of technology and information trends," Cooper says. "Like many companies today, we are con-

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tinually making moves, adds, and changes to optimize our work environments and team structures. The ACS modular wiring systems let us provide power and lighting wherever and whenever we need it. Downtime is kept to a minimum with a modular system. If you want to move partitions and offices, you just unplug the floor boxes you don't need and move them to where you need them and plug them in. It's fast, easy, and we don't have to work nights to do it. I don't miss the old electrical system one bit."

For overhead lighting, the ACS Flex4 modular wiring system offers many of the same advantages as the Intelligent Floor system. Metal-clad flexible cable is pre-cut at the factory, connectors are pre-installed, pre-tested, and labeled. De-

tailed wiring diagrams are prepared by ACS using a computer-aided design system.

### **Installation Flexibility**

"We started installing light fixtures a few weeks ago," notes Gonzalez. "One of the great things about ACS modular wiring for lighting is that you can install it when you're ready, either before, during, or after you put in the light fixtures. It doesn't matter. We're installing 5,000 two-by-two fluorescent fixtures. That's a lot of lights. It's a big building! We appreciate the flexibility ACS wiring gives us."

### **Durable Connectors**

Dow's Cooper also appreciates the strong connectors that come pre-installed on all ACS modular wiring. "With our old wiring system, connections could easily come apart. Someone would drag a wire under a floor and pull a wire apart. We've used ACS wiring for five years now and we've never had one problem, not one. The ACS connectors lock together like a seat belt and won't come apart unless you want them to," says Cooper.

"We're continually renovating our facilities to accommodate new staff, new configurations, new businesses," Cooper adds. "Modular wiring from ACS is helping us meet aggressive deadlines and keep costs down. It's not only less expensive to install, but it's less expensive down the line when changes have to be made."

