CAROL BRAND

No Need to Sugar-Coat Super Vu-Tron® Supreme's Performance

Customer Case Study: American Sugar Refining Inc.

When envisioning a harsh environment, you're likely to picture a barren desert, an impenetrable jungle or an arctic wasteland. But when it comes to cable, the seemingly benign atmosphere of a sugar processing plant is one of the toughest to survive.

When the nation's largest refiner of pure cane sugar—**American Sugar Refining, Inc.**—needed a superior power cable to withstand the rigors of its flagship refinery, the company turned to **Carol® Brand Super Vu-Tron® Supreme**.

American Sugar Refining, Inc. (ASR), is a leading U.S. sugar producer, making in excess of 2 million tons of refined and specialty sugar products each year. Owner of the **Domino®** sugar brand, ASR operates sugar refineries in Chalmette, Louisiana; Yonkers, New York; Baltimore, Maryland; and Crockett, California—representing half of the sugar processing plants currently operating in the United States. Of those facilities, the Chalmette refinery stands out as the jewel in ASR's production crown. Located on the Mississippi river just minutes away from New Orleans, the facility is capable of producing 900,000 tons of sugar annually, nearly 50 percent of the company's total yearly output.

The Challenge

During the refining process, raw sugar—which has already been separated from the cane stalk—is washed and filtered to remove the last remaining plant material and color, and is then crystallized, dried and packaged. It's the inherent stickiness of raw sugar that wreaks havoc on the equipment at the Chalmette refinery, especially the massive Colby crane responsible for maintaining the steady flow of unprocessed materials into the plant. During its daily operations on the bank of the Mississippi, the crane's power cable becomes coated with wet sugar, which then crystallizes and dries under the sweltering Louisiana sun, making the cord stiff and resistant to movement.

These inhospitable conditions eventually produced dry rot within the cable's jacket, causing repeated conductor breaks and a complete loss of power to the crane. And when the crane was inoperable, the raw sugar sat idle in dockside barges, rather than making its way through the plant's processing machinery. This frequent downtime cost ASR a great deal of productivity and revenue, and led the company's electrical maintenance team to search for a product that could both withstand this extreme environment *and* remain flexible enough to keep up with the crane during its daily operation.

The Outcome

Following a consultation with **Chip Edler**, a manufacturer's representative with SYNTECH, Inc.; and **Rob Haley**, a representative of electrical distributor REILY/WESCO; ASR identified Super Vu-Tron Supreme as the optimal solution to its cabling problem. Possessing a durable water-, cut- and chemical-resistant jacket; corrosion-resistant tinned copper conductors; and—most importantly—class M stranding for maximum flexibility; Super Vu-Tron Supreme was ideal for overcoming the refinery's harsh atmosphere. "We wanted to offer Domino a long-term solution to this ongoing problem," says Edler. "Carol Brand has always been at the forefront of cord technology innovation, so when they came to us with the newly developed Super Vu-Tron Supreme and outlined its exceptional attributes, I knew it was the perfect remedy for the issue."

Requiring two 450-foot lengths of 4-conductor 10 AWG SOOW cord, ASR's electrical maintenance team handled the cable replacement project. The three-man crew, led by staff engineer **Warren St. Cyr**, completed the installation in a matter of hours by preparing the conductors, connecting them to the appropriate leads on the crane and its power box, and anchoring the cable to the crane structure and to the roof of the power box building.

With months of loading and unloading now behind them, the Domino team reports Super Vu-Tron Supreme has proven to be the solution they'd been searching for. The elimination of power issues has drastically increased the crane's reliability and helped keep the plant operating without interruption.

"The cable is extremely flexible for how heavy-duty it is," says St. Cyr. "We're very happy with its performance—I'm confident the cord is going to hold up really well." So confident, in fact, that one of the team's next projects is to upgrade the power cord for a mobile cable reel to Super Vu-Tron Supreme. Situated in a high-temperature, hard-to-reach area, the team wants this replacement to be one that lasts. "After seeing how well the cable has performed on the crane," says St. Cyr, "I think this will be a great product for this particular application."

Available in UL Types SOOW and SJOOW, Super Vu-Tron Supreme is tough enough to be warranted for life. The cord's proprietary, vulcanized jacket formulation makes it virtually impossible to tear and its integral Flexfill® design allows the jacket to be extruded into the interstices of the cord, creating a more compact cable and enhancing its crush resistance. Additionally, Super Vu-Tron Supreme can withstand temperature extremes from -50ºC to +105ºC and still perform flawlessly.

"Plant engineers and facility managers depend on Super Vu-Tron Supreme's proven performance to solve the most difficult cabling applications," adds **Chip O'Donnell**, Product Manager for General Cable Carol Brand Portable Cord Products. "Uniquely flexible, and tough in abrasive, corrosive and outdoor environments, it's the cable choice that works time after time."

Whether installed in a high-stress, high-temperature or high-traffic industrial environment, Super Vu-Tron Supreme has the versatility and resiliency necessary to excel in even the most extreme situations. When performance is key and durability is a must, Demand Better and Expect More with General Cable's broad line of Super Vu-Tron® Supreme portable cord.

With Carol® Brand Super Vu-Tron® Supreme, you can ***Demand Better … Expect More***™