

PROJECT PROFILE



TCF Bank Stadium Minneapolis, Minnesota

Challenge: Massive scale, technical sophistication, discerning fans

Solution: STABILOY® Brand aluminum alloy feeder cable and General Cable's experience and service



RON BOWEN
Vice President
and Director of
Operations
Elliott Contracting

In Minnesota, football is a serious matter. So getting asked to help build a stadium for a university program that has brought home 18 conference titles, six national championships, a Heisman Trophy and 66 first-team All-Americans could have been as intimidating as a 250 pound linebacker. But for a seasoned offense like Ron Bowen's electrical team at Elliott Contracting, it was just another shot at yet another goal line. When the University of Minnesota

started talking about building a new home for their Golden Gophers football club, they wanted something special to honor the legacy of their team: something that would convey the university's tradition of collegiate athletics, but also incorporate state-of-the-art amenities. Ron, who is the vice-president and director of operations for Elliott, knew his team would be lining up against more than just the high expectations of Minnesota fans, he knew they would also be going head-to-head with a daunting series of technical schematics.

A list of specs that included everything from a \$9-million, custom-built, 48' X 108' High Definition LED video display scoreboard by Daktronics to a mandate to become the first college/

professional football stadium to meet LEED Certification, meant the Elliott Contracting team would have to devise an innovative playbook to get around some formidable wiring challenges – enter General Cable and their STABILOY® Brand aluminum alloy feeder cable system.

"I've worked with General Cable products for over 15 years," says Bowen. "So when I saw the technical and environmental requirements of this project I knew right away that the solution was going to be STABILOY® Brand aluminum alloy feeder cable."

And he called the right play. In the end, over 46,000 yards of STABILOY® Brand aluminum alloy feeder cable would be used to bring the TCF Bank Stadium to life. That's



TCF Bank Stadium
University of Minnesota
Minneapolis, Minnesota





a lot of cable to pull. For the statistically inclined, it approaches the 47,003-yard 6th all-time career passing record of Minnesota favorite son Fran Tarkenton. Fortunately for the teams from Elliot Contracting and their affiliates at Graybar Electric, STABILOY® Brand aluminum alloy feeder cable is renowned - not only for the durability of its insulation – but also for how easily it comes off the reel.

According to Bowen, “Because of the number of pulls, we couldn’t afford to have any damaged cables, so durability of the insulation was really important. And I can tell you that the installation teams became real fans of the cable for how cleanly and effortlessly it pulled. When you are into a project of this scale and technical diversity, every second and every foot saved really counts.”

Bowen knew from his experience working with General Cable that they understood the logistical needs associated with projects of this scale.

“General Cable is customer focused and interested in meeting the customer's project-specific needs. They were flexible, cooperative and even proactive about understanding our challenges and offering solutions. They provided us with phase-identified conductors exactly as we needed them – and saved our team a lot of time during installation.”

Bowen continues to work with General Cable not just because of the quality of the products they offer, but also because he appreciates how they think things through on the service side. Beyond their highly proactive and strategic approach to phase identification they also offered valuable insight on project process. Case-in-point: delivering large reels of cable specifically for the stadium to Graybar Electric, where cuts could be made weekly, allowed Bowen's team to store less on-site and manage project cleanup more efficiently.

And if project efficiency is the touchdown, environmental due diligence is the point after conversion! Because it offers 45 to 90 percent¹ relative improvement on environmental eco-indicators over traditional wiring materials, STABILOY® Brand aluminum alloy feeder cable was the perfect play for a team tasked with wiring the first LEED certified stadium.

After his win at the TCF Bank Stadium, Ron Bowen went on to quarterback other winning projects, such as the Target Stadium, new home of the Minnesota Twins. But the TCF Bank Stadium project will always hold special significance for him. Beyond being a victory for Elliot Contracting, and a victory for General Cable, "The Bank" as it has come to be known, is a victory for sports fans that care just as much about the environment, as they do about football.

¹ "Implications of Building Wiring Design Alternatives on the Development of Sustainable Buildings", Alcan Cable Life Cycle Assessment Sutdy, 2008.



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