



Zero & Beyond means integrating safety into all aspects of our lives and into everything we do.

- The zero literally communicates – zero fatalities, zero injuries, zero incidents and zero job-related illnesses at work, at home and in our communities.
- The heart symbol represents a life-giving and life-sustaining organ. Its shape is a universal symbol of caring.
- The space inside the heart forms an abstract figure or person lifting its hands over its head (making a zero). Also, if viewed from a slightly higher perspective, the figure looks as though it is reaching its arms outward to someone (connoting the idea of “People Caring about People”).
- By integrating the General Cable triad logo in the design, we show that our Company embraces one worldwide safety vision, which is **Zero & Beyond**, because nothing else is acceptable.