



PRESS RELEASE – BEST NEW PRODUCT OF 2019 AWARD AND TRADE TOOL OF THE YEAR WINNERS



CABLE FERRET IN COLLABORATION WITH THEIR EXCLUSIVE MASTER DISTRIBUTOR SUPER ROD SCOOPS DOUBLE UK ELECTRICAL INDUSTRY AWARD WINS

The Multi-award-winning electronic design manufacturing company Cable Ferret in collaboration with their Exclusive Master Distributor Super Rod are celebrating a double victory for the Ferret WiFi™ inspection camera and cable pulling tool after it was awarded Best New Product of 2019 at the Select Awards in Scotland and the Trade Tool of the Year accolade at the Electrical Industry Awards in London.

The Ferret WiFi™ was launched to the UK in May 2019 and it has already taken the market by storm. The Ferret WiFi™ uses the latest electronic technology to stream high resolution video to a smart device in real time, making it an ideal tool for fast and accurate close up visual inspections and troubleshooting in places which are too confined or hard to reach. The camera has six adjustable white LEDs on the front to provide crisp, clear 720p images, even in complete darkness.

The innovative product was named **Best New Product 2019** at the SELECT Awards. These are sponsored by City Electrical Factors (CEF), the UK's largest electrical wholesaler/ supplier with almost 400 branches nationwide. Their group of electrical companies extends throughout the United Kingdom and also North America, the Middle East, and Australia.

The SELECT awards were celebrated on Friday 11 October 2019 at the Radisson Blu in Glasgow.

Individuals and Members were recognized from across the industry in Scotland and beyond, with categories covering a wide range of disciplines and services. All entries were assessed by a panel of industry experts. Thank you to National Accounts Manager Adrian Heffernan from Super Rod who was there in Glasgow to accept the award on their behalf.

The Ferret WiFi was also awarded **Trade Tool of the Year** at the 27th Electrical Industry Awards which took place on Thursday 24th October in the jubilant atmosphere of the Palace Suite at the Royal Garden Hotel, Kensington, London.

The evening was a celebration of the best electrical industry professionals have to offer. This is a key date in the calendar for businesses to network and reward individual achievement, technical innovation and supply-chain collaboration.

Also thank you to Malcolm Duncan from Super Rod who was there in London to accept the award on behalf of Cable Ferret.

Cable Ferret is extremely honoured to receive these awards, being recognising as leaders in product innovation within the electrical industry. To receive this sort of prestigious recognition from industry professionals in the UK is a credit to the work from the Cable Ferret team and all the work and effort from their exclusive distribution partner Super Rod.

This caps off a tremendous year of industry accolades for Cable Ferret after winning two other prestigious industry awards in the US this year. These were for the 2019 EC&M Product of the Year Category Winner – Speciality products as well as a Platinum award in the 2019 Cabling Installation & Maintenance industry.

The collaboration, efforts and feedback from all their global distribution partners and direct customers have helped significantly to drive these international industry achievements.

The global Cable Ferret team are focused on helping the electrical industry build a safer, easier, and more efficient work environment. They continue to be committed to leading the way in developing new innovative products that make an impact for the industry in the future.

Cable Ferret distributes the Ferret in the UK, New Zealand, Australia, USA and Canada, Japan, and South Africa and are continuing to expand the global market reach.

OTHER PRODUCT INFORMATION FOR THE EDITOR

The Award-Winning Ferret is the world's first combination compact wireless inspection camera and cable pulling tool. It is easy to recognize from its unique shape which makes it stand out from all the other inspection cameras.

With a built in WiFi hotspot, 720p HD streaming and adjustable bright white LED's, the IP67 rated Ferret WiFi rechargeable camera has been purpose designed from the ground up to provide faster close up visual inspections and allows faster cable pulling in dark confined spaces.

The Ferret WiFi is a versatile solution designed to support inspections, cabling installation and maintenance, while encouraging an efficient and safer workplace.

THE PROBLEM

Andrew Wigney, the President of Cable Ferret, Inc., designed and innovated the Ferret after managing a large team of cable installers and seeing their frustrations firsthand. He was focused on finding a solution to take the difficulty out of these time consuming and expensive cabling jobs.

The innovative Ferret idea evolved out of a real need when installers working on a large hotel data cabling job became frustrated and were struggling to effectively run in new cable from inside solid ceilings. Unable to get visibility in the confined ceiling space while running cable from point A to B was time consuming and therefore costly. Andrew finally decided there must be a better way after a technician drilled through a high-pressure water pipe by accident causing tens of thousands of dollars damage.

Using an endoscope camera was very limited in reach and putting their head through a small hole was not considered safe. Cutting large number of holes to get access proved both expensive and unsightly and overall there was a problem with a lack of visibility and accessibility.

Enclosed space work can prove frustratingly difficult, time consuming and dangerous. There can be a risk of injury when climbing a ladder to get a view as well as property damage and errors when cutting access holes or blindly pulling in cables.

THE FERRET SOLUTION

The Ferret WiFi is the world's first combination compact wireless inspection camera and cable pulling tool.

- With a built in WiFi hotspot and adjustable bright LEDs the Ferret WiFi has been purpose designed to provide faster close up visual inspections and faster cable pulling in dark confined spaces.
- The camera and included accessories are all extremely versatile and easy to use. IP67 rated so great for those dusty and damp environments. The free App for Android and iOS allows the user to record in real time 720p high definition photos and video direct to a smart device.
- With 6 main functions it makes it an ideal tool for any cable installer to inspect & locate cable, reach & retrieve cable and data capture & report.
- By using the Ferret WiFi, inspections and cable pulling are both made easier, faster, safer and overall more efficient.
- The Ferret WiFi while initially being designed for inspections and cable pulling, is now being used for a wide range of other applications including plumbers, home inspectors, mechanics and many other trades as well as DIY.
- This product has truly changed the way the trades work in dark, hard to reach and confined spaces. The Ferret saves time and money plus significantly helps get cabling installation and maintenance jobs get done quicker, safer and easier.

SUPER ROD (MASTER UK DISTRIBUTOR)



MALCOLM DUNCAN, SUPER ROD'S MANAGING DIRECTOR

"Cable Ferret is a company after our own hearts as it designs and delivers innovative, time saving solutions which make electrical work safer and more efficient, so we are incredibly excited to be adding the Ferret WiFi to our portfolio for UK installers. It's a product which is unmatched in its build quality, image quality and overall functionality and promises faster, easier and more accurate visual inspections for trades people. We predict it will be as popular here as it has been in the USA, Australia and New Zealand."

The Ferret WiFi is available through all Super Rod distributors. The kit includes a USB Type-C battery charge cable, camera thread adaptors, camera gooseneck, short rod/hook/magnet and instruction manual, all provided in a compact EVA case.

For more information, please go to www.super-rod.co.uk

OTHER INDUSTRY AWARDS RECEIVED FOR THE FERRET RANGE OF TOOLS



2017 NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION (NECA) SHOWSTOPPER

In recognition of their innovation, the team were awarded a prestigious Show Stopper Award in Seattle at NECA 2017 for their first product in the range, the Ferret Pro. The Ferret was selected by electrical and construction experts as a Showstopper Winner for its innovation and excellence at the National Electrical Contractors Association (NECA) 2017. This is the USA's largest Electrical annual Convention Trade show that was hosted in Seattle, Washington during October 2017.

**** This year they were also awarded two other awards from the electrical and cabling industry in the USA for the Ferret WiFi**



CATEGORY WINNER – SPECIALTY PRODUCTS IN THE 2019 EC&M PRODUCT OF THE YEAR

The EC&M competition was established in the US to honour excellence in new product development in the electrical industry. The prestigious awards program showcased the most innovative products of the past year. The team were delighted to be awarded the category winner in specialty tools for the 2019 EC&M Product of the Year.



2019 CABLING INSTALLATION & MAINTENANCE PLATINUM INNOVATORS AWARDS

Cable Ferret were also honoured with the top award, the Platinum Award, at BICSI's 2019 Fall Conference in October in Las Vegas, Nevada, recognising them as a leader and innovator to the largest collection of structured cabling professionals. The awards celebrated the most-innovative applications of cabling and communications technology products, applications and projects.

Find out more at www.cableferret.com

Ferret WiFi in action - <https://youtu.be/manCpKbIT40>

Ferret WiFi being unpacked - <https://youtu.be/QbxegvWIDIU>

More information about the awards:

Electrical Industry Awards 2019 - <https://www.electricaltimes.co.uk/congratulations-to-the-winners-of-the-electrical-industry-awards-2019/>

Select Awards 2019 - <https://www.select.org.uk/industrys-brightest-talent-recognised-at-2019-select-awards/>

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