



PRESS RELEASE - CABLE FERRET NECA 2019

CABLE FERRET DESIGNS THE LATEST MUST HAVE NEW COOL INSPECTION AND CABLE PULLING TOOL FOR ELECTRICIANS FOR 2019

INTRODUCING THE FERRET WIFI



PRODUCT FEATURES

The Multi-Award Winning Ferret is a wireless inspection camera and cable pulling tool with a built in WiFi hotspot. It has six major functions that make it an ideal tool for every electrician to carry in their tool pouch. It is a versatile solution designed to be used in a multitude of challenging on-the-job situations, while encouraging efficiency and safety for the user. The Ferret also appeals to your typical do-it-yourself electrical enthusiast and to the broader market of trade professionals.

Inspect & Locate

The high-resolution 720p wireless camera has built-in adjustable bright white LEDs, giving the user greater flexibility to see in areas that are hard to reach for close-up visual inspections streamed directly to their Apple or Android device. The easy-to-use free App lets the user record photo or video directly to their smart device, providing an extra layer of functionality and convenience.

Retrieve & Reach

The Ferret is equipped with an interchangeable hook and magnet attachment for pulling cable or retrieving metallic objects in difficult to reach places. Whether it is behind drywall, beneath floorboards, or above drop ceiling tiles, the Ferret can be used in a variety of places to help users get the job done quickly and efficiently. Its versatility continues with an IP67 waterproofing rating, making it a stellar performer in damp and dusty working environments, while also increasing the longevity of the device.

Extend the Ferret's reach using the fish stick adaptor which will accommodate the vast majority of fish stick makes and models, extending its reach capability up to 40'.

The Ferret's small footprint and 1 7/32" inch diameter, combined with its multi-directional gooseneck makes it an ideal tool for a variety of obscure on-the-job situations, reducing the need for the user to always climb a ladder or tear open a wall in order to diagnose or fix a problem.

Data Capture & Report

When paired with a wireless smartphone device, the Ferret becomes an excellent solution for building rapport with clients, by allowing the user to provide video and/or photo evidence. Accurately assess working conditions, generate accurate price quoting, and cultivate greater transparency with the client.

BENEFITS AND VALUE TO THE USER

The Ferret WiFi incorporates the award-winning design and engineering of its bigger brother, the Ferret Pro— but is sold for a fraction of the cost. This creates a broader audience of electrical professionals who can access such sophisticated technology. One that will ultimately improve the on-site efficiency, and safety associated with on-the-job challenges, and overall granting better visibility and accessibility when diagnosing problems.

Visibility & Accessibility

Effectively assessing working environments and diagnosing problems is a crucial part of any electrician's daily job. The Ferret provides an extra set of eyes to see the things that they cannot and grants them access to places they cannot reach in a much less disruptive and time-consuming manner.

Risk & Safety

Improving safety and reducing risk for electricians is at the forefront of what is expected from the Ferret. When users can collect in-depth data concerning their working environment, they are better equipped to assess the nuances of a problem and formulate a plan-of-action, allowing them to avoid unnecessary risk. For instance, something as simple as checking the part number to replace a light bulb mitigates the need to climb a ladder or checking for an obstruction prior to entering a confined space.

Innovation & Design

The Ferret WiFi was designed to accommodate a much broader audience of electrical professionals at a very affordable price. As the electrical industry continues to grow and penetrate other business sectors, such as Data Comm and Low Voltage, opportunities to utilize the Ferret's innovative technology will continue to grow. Therefore, encouraging future electricians to include it as a must-have specialty tool in their tool pouch.

Cable Ferret is committed to continuing to deliver innovative time saving solutions to support better business efficiencies and safer work environments. Regardless of your industry, the Ferret WiFi is being used for a vast range of applications and due to its versatility, functionality and multipurpose use, it is the world's leading wireless rechargeable inspection and cable pulling solution.

FEEDBACK FROM RACK-A-TIERS (MASTER US & CANADA DISTRIBUTOR)



• Ken MacLachlan, President/Founder

"The Ferret WiFi has been the fastest selling new product for Rack-a-Tiers in the past 10 years."

• Chris Pacheco, Marketing Manager

"One of the most challenging pain points that electricians constantly grapple with is how to thoroughly assess their environment prior to starting any job. Having learned of the Ferret's multi-purpose capabilities as an inspection camera and cable retrieving tool, we immediately knew that it had several glaring advantages over similar products currently circulating the electrical industry. The Ferret demonstrated tremendous innovation and potential to help improve the safety and working conditions for all electricians, thus making it a viable candidate to stand alongside our extensive line of electrical tools and equipment at Rack-A-Tiers Mfg.

The first 5000 units of the Ferret hit our North American distributors, wholesalers, and retailers during the fall of 2018. Within the first 3 weeks of sales, we had sold out and cultivated an incredible amount of interest among our customers. Customers that would often share sentiments of how the Ferret improved their working efficiency, safety, and confidence when performing a job for a client. There's a lot of great things that could be said about the Ferret and yet we have only scratched the surface of it's true potential. We're definitely looking forward to seeing this spectacular product grow in 2019 and beyond."

SPECIAL NECA ONSITE PROMOTION

Don't miss the Ferret WiFi Kit Combo Special

When you purchase the Ferret WiFi Kit for \$129

Which uses latest technology electronics to stream

High resolution video to smart devices in real time,

You will receive a FREE Ferret Extendable Stick

To give you 55" of reach – valued at \$25



SEE THE FERRET IN ACTION AT **BOOTH #1822** NECA 2019 Las Vegas

AVAILABLE MODEL FERRET WiFi CFWF50A

www.cableferret.com

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ABOUT CABLE FERRET, INC.



Cable Ferret is an electronic design and manufacturing company based in Auckland, New Zealand. A company that thinks differently, that innovates quickly, that uses a unique perspective on the world to solve problems in a different way.

In recognition of their innovation, the team were awarded a prestigious Show Stopper Award in Seattle at NECA 2017 for their first product, the Ferret Pro. We have also been awarded a Category Winner in specialty products for the EC&M Product of the Year 2019.

The team continue to be committed to making an impact in intelligent product innovation for the Trade and DIY Industry and are focused on building a safer, smarter work and home environment.

Cable Ferret has gained significant global growth over the last year, due to partnering with key large Distributor networks in USA & Canada, the UK, New Zealand and Australia. For more information on products and where to buy please visit www.cableferret.com or Contact Therese McNaughten the VP of Marketing and Brand Strategy on Cell. +64 21 77290 or email therese@cableferret.com

LINKS

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

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