


Press Release
7th May 2019

**US AWARD GOES TO THE WORLD'S FIRST COMBINATION COMPACT
WIRELESS INSPECTION CAMERA & CABLE PULLING TOOL**

The Ferret WiFi is a Category Winner – Specialty Products in the 2019 EC&M Product of the Year Competition



FERRET[™] WiFi
MULTIPURPOSE WIRELESS INSPECTION
CAMERA AND CABLE PULLING TOOL

EC&M[™]
Product of the Year
2019 Category Winner

**2019 PRODUCT OF THE YEAR
CATEGORY WINNER**
NEW TOOL FOR ELECTRICIANS

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App Store

ANDROID APP ON
Google play

✓ **Wireless & Rechargeable** ✓ **720p HD Streaming** ✓ **Built-in WiFi Hotspot**

- The EC&M competition was established in the US to honour excellence in new product development in the electrical industry.
- The prestigious awards program showcases the most innovative products of the past year.
- All entries are judged by a panel of electrical experts, including engineers, contractors and plan/facility personnel.

- Thank you to the EC&M team and their readers for this honor.

Cable Ferret's VP of Marketing Therese McNaughten says "the team are all delighted and honoured by this Product of the Year category win in the US. It is a real honor to be recognised for our innovation and we will continue to support the electrical industry with further smart products that make a real impact for customers globally in the future"

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."

Product Information

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 LED's, the Ferret WiFi has been purpose designed to provide faster close up visual inspections and faster cable pulling in dark confined spaces.

It has six main functions that benefit the user and make it an ideal tool for every cabler to carry in their tool pouch.

Inspect & Locate, Reach & Retrieve and Data capture & Report.

The Ferret WiFi is a versatile solution designed to support electricians with cabling installation and maintenance, making it easier, faster, and safer while overall making it more efficient to locate, pull and run in cable.

The Ferret is now being used by other trades for many other industry applications.

To learn more www.cableferret.com