



## PRESS RELEASE – CABLING INNOVATORS AWARDS NEWS

AWARD WINNING NEW ZEALAND TECH COMPANY CABLE FERRET HAS BEEN RECOGNIZED AS A LEADER & INNOVATOR TO THE LARGEST COLLECTION OF STRUCTURED CABLING PROFESSIONALS IN THE WORLD



### CABLE FERRET HONOURED WITH PLATINUM CABLING INNOVATORS AWARD FOR THEIR GROUND-BREAKING INSPECTION AND CABLING INNOVATION – THE FERRET WIFI



The Multi-award-winning New Zealand electronic design manufacturing company Cable Ferret has been recognized as a leader and innovator to the largest collection of structured cabling professionals in the world.



The prestigious US Cabling Innovators Awards program established by Cabling Installation & Maintenance recognized innovation, as well as the people and teams who bring that innovation to fruition and put it to practical use. Cabling Installation & Maintenance celebrated the most-innovative applications of cabling and communications technology products.

Cabling Installation & Maintenance hosted and celebrated the most-innovative applications of cabling and communications technology products, applications and projects at **BICSI's 2019 Fall Conference in October in Las Vegas, Nevada.**

The panel of judges comprised of cabling and communications system specifiers, designers, integrators and managers with vast professional experience.

Based on evaluations by a judging panel, three levels of awards were assigned: Silver, Gold, and Platinum. Silver awards were earned by entries that demonstrated marked improvement over previous methods, approaches, or product and system use. Gold awards go to entries demonstrating excellent innovation with clear benefits, making substantial improvement over previous methods, approaches, or use. Platinum-level honourees show a level of innovation that the judging panel characterizes as ground-breaking. High-scoring honourees are recognized as a leader and innovator to the largest collection of structured cabling professionals in the world. They are Innovators that use technology and ingenuity to solve challenges for themselves or their customers.

Cable Ferret has been honoured with a Platinum Award, recognized as a leader and innovator to the largest collection of structured cabling professionals in the world for their tool the Ferret WiFi. The Ferret is the world's first combination compact wireless inspection camera and cable pulling tool. True innovation in the making.

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, 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.

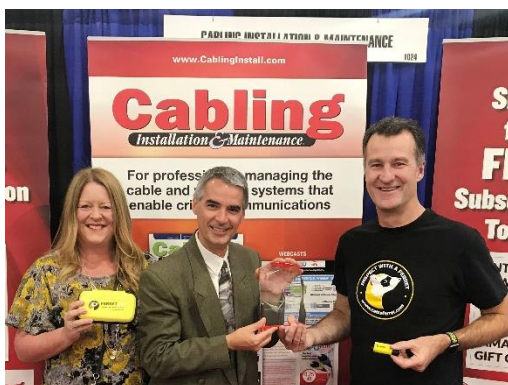
The Ferret WiFi while initially being designed for inspections and cable pulling, is now being used for a wide range of applications including plumbers, home inspectors, mechanics and many other trades as well as DIY.

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.

The team at Cable Ferret, Inc. are committed to helping the cabling industry build a safer, easier, and more efficient work environment.

Cable Ferret are extremely honoured to be recognized as leaders in innovation and to receive this sort of recognition from industry professionals globally is a credit to all our global team and our Distribution Partners. We currently distribute the Ferret globally in New Zealand, Australia, USA and Canada, Japan, South Africa and the UK. We are continuing to expand the market reach and as a team we are committed to leading the way in developing new innovative products for the industry in the future. (VP Marketing and Brand Strategy Therese McNaughten).

## 2019 CABLING INNOVATORS AWARDS CEREMONY



The **2019 Cabling Innovators Awards** ceremony was a gathering of inventors, executives, entrepreneurs, project managers, business-development professionals, and a number of others with different skills and experiences—all of whom are innovators in that they use technology and ingenuity to solve challenges for themselves or their customers.

The Cabling Installation & Maintenance Platinum Innovators Awards was presented to Cable Ferret, Inc. to Andrew Wigney President and Therese McNaughten VP Marketing & Brand Strategy Cable Ferret, Inc. by Patrick McLaughlin the Chief Editor, Cabling Installation & Maintenance.



## OTHER AWARDS



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.

Find out more at [www.cableferret.com](http://www.cableferret.com)

Read more in the Cabling Installation & Maintenance magazine as well as on [www.cablinginstall.com](http://www.cablinginstall.com)

### Video Links

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

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

## 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."

**Rack-A-Tiers contact details** - Email [sales@rack-a-tiers.com](mailto:sales@rack-a-tiers.com) or Call 1-888-939-9991

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