

NICEIC registered electrician James White, has developed an innovative tool in conjunction with the Queens Awards winning tool manufacturer Super Rod Ltd.

James of Sheldon Electrical Ltd, had the spark of innovation when working on site, trying to manage multiple reels of cable. He realised that, with a few modifications and additions, one of Super Rod's Cable Rod sets could be turned into an 'A-frame', and used to 'spool' the cable reels.

James took a typically British approach and went to his garden shed to fabricate the solution. A few hours and cups of tea later, and the Cable Jack was born!

Commenting on his invention, James said: "Nearly every 'Spark' I know has a set of Cable Rods for installing cable; now they can also have the added bonus of a cable spooler. Electricians would use Cable Jack as its useful, quick and safe, and they won't trip over any more cable!"

Faced with the problem of getting his new product made, James decided to approach Super Rod directly.

Malcolm Duncan, Managing Director of the Welsh based manufacturer loved the idea, instantly seeing its potential. Malcolm commented: "The UK economy is driven by innovation. We encourage feedback from our customers as it really helps to develop our products, and just occasionally, someone will develop a brilliant idea like the Cable Jack."

Together, they finalised the design of the product, and are currently in the process of launching Cable Jack in electrical wholesalers throughout the UK.

If you would like to learn more about the products, or would like some advice on making your good ideas a reality, visit the Super Rod web site at www.super-rod.co.uk.

Ends



For more information, please contact Peter Townsend on 01495 792000, or e-mail peter@super-rod.co.uk.

Alternatively, please visit www.super-rod.co.uk.

Notes for Editors:

Super Rod manufacture and distribute cable installation tools for both domestic and export markets. The tools are predominantly based on GRP rods, which allow electricians to route cable through hard to reach voids, such as walls, ceilings and floors.

Super Rod received the Queens Awards for Innovation in 2008. The company also received an award for the Best Product of the Last Fifty Years, from the NIC EIC.