

Dragon's in the Dark

Dear PE,

On recent episode of Dragons' Den, they presented a 'revolutionary' product for passing cables through walls. They claimed that there was nothing available apart from the humble coat hanger.

Now, not wanting to deny the many uses of the humble coat hanger, our trade has moved on, and has been using a rod based system for many years. The SuperRod range was even voted, 'Best Product in the Last 50 Years', by *PE* readers. The reason for that vote of confidence is that many of our tools have been designed by those same sparks, who speak to us every day.

So our message to the Dragons is do your research, and you will see that the trade already has adopted more efficient and safe working practices using rods – since 2001.

Yours faithfully,

Malcolm Duncan

Managing Director, Super Rod ■