

Make mine a Mega

By Tracey Rushton-Thorpe

It's a product that has taken the market by storm, and with installers constantly looking for new ways to save time, more and more of them are looking at Super-Rod products for the answer.

Launched onto the market in 2001, Super Rod is well known in the industry for their unique range of cable routing products, which have proved time and time again to be the electrician's favourite.

If you're not already familiar with the product range then I suspect you must be very new to the industry because the Cable Rod range has now become an integral part of the electrical contractor's toolkit and there is every indication that this will continue.

What's it all about?

Cable Rod is a true multi purpose installation tool and its routing ability is second to none meaning that installations are faster, cleaner, neater and frequently use less materials. But what makes this product the best in its class is that it is far more than just a routing tool – it is the answer to every installation problem which installers will ever have.

The Cable Rod system is an evolution in careful design which has revolutionised the way professionals work. It is both rugged and versatile and therefore has numerous other uses including inspecting and locating out of reach areas and rescuing dropped tools. It also saves time and electricians claim it can save anything up to 60% in a single installation.

In addition to all this, the Cable Rod system comes with a wide range of attachments suitable for every application, so installers won't have to worry about how to solve the problem – just which

attachment to use.

Professional electricians use the Cable Rod system because it is the best way to install cable and because it is their knowledge and expertise which has helped to shape the products into what you see today.

Buying the best

For the sake of this article I am going to concentrate on the Mega set because in my opinion this is one of the best buys for you and your customers. Included in the set is 16 metres of overall cable rod length in six different flexibilities and all the basic cable handling attachments including the Super Beam and Super Grips.

The set comes in a very handy portable clear plastic tube allowing the installer to choose the tool he needs quickly and easily. More importantly it keeps the kit all together in one place, ensuring that no important parts get lost.

The Mega set is without doubt the most comprehensive and best value set on the market and gives an installer everything they need for every conceivable installation. In fact 75% of UK electricians are quoted as saying that they would buy the Mega set if it was available.

On the counter

As well as the fact that Super Rod has an excellent product range they have also developed a unique merchandiser which has been cleverly designed to take up very little space but at the same time displaying the full product range.

The stock which is attached to the merchandiser has been carefully chosen



to give you all of the best selling lines in the product range including the Mega set, thus ensuring that your customers have a choice of both rods and attachments.

Make it work for you

As with any product there will always be a 'me too' option, but the trouble with 'me too' options is that they just aren't as good as the original. By stocking this product range from Super Rod you can be sure you are getting the original and the best. You can also be sure of a good return and because it is well known by tradesmen as the number one choice for cable routing, you can be certain that it won't hang around on your shop floor for long.

It might not necessarily be the cheapest option but it does appear to be the best, offering excellent value for money and reliability – well there aren't many products which electricians are quoted as saying they can't live without.

Put simply it's a no brainer – it's a great product range and it has been tried and tested in the field – why wouldn't you stock it?

www.super-rod.co.uk