

Super Rod is listening

Queens Award winners, Super Rod Ltd, have redesigned their website to include full information about the existing product range and a host of exciting new innovative products recently launched.

Super Rod Managing Director Malcolm Duncan said: "We are very proud of the website and have listened to installers and wholesalers alike. Visitors didn't just want to see pictures of the products, they want to see how the products work and therefore we have launched a range of 'in use' videos that sit alongside product descriptions and pictures.

"Our feedback facility is also now easier to use and allows users and stockists to give their views directly to us, we see this as an innovative way of meeting our customer's needs as we continue to grow. We spend a great deal of time listening to what our customers have to say, indeed many of our new product ideas have come directly from what the market tells us is needed. Now it is even easier to communicate with the people who affect us most, our customers".

Countdown to Super Cam V6 Launch:
14:00:17:13
DAYS HOURS MINUTES SECONDS

The Super Cam V6 will be launched at the Easter Egg Show on the 29th and 30th April 2010

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Register to win!
Register for your chance to win a Super Rod jacket!
REGISTER

New! BLOG

Product List

- Cable Rod Kits
- Cable Rod Accessories
- Cable Quick
- Telescopic Pole
- Coiled Products
- Super Rod Systems
- Other Industries

Super Rod Ltd is proud to introduce our range of labour saving tools, designed to meet the needs of tradesmen involved with the installation of cable. These tools save time, reduce frustration and increase productivity!

Super Rod's approach is to 'Listen, Innovate and Deliver' in everything we do. To explain, we LISTEN to the needs of our customers. This may be in the form of feedback, site visits, trade shows, surveys or down the pub; the important thing is that we understand the problems tradesmen face everyday. The next stage is to INNOVATE. Our tools are designed to overcome problems and difficulties. Working with end users, we develop product solutions, which allow you to work smarter, not harder! Then we DELIVER. Super Rod is committed to delivering the highest levels of quality in both our products and service. When we say we will do something, we do it.

Please take your time to look through our products. Five minutes spent here learning how to work smarter, may save you hours on your next cable routing job!

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Media
Malcolm Duncan
SuperRod2010
SuperRod2010 Newcastle back in the premiership, now onto to win the title, let's enjoy our day in the sunshine . . . before next season starts . . .
8 days ago
SuperRod2010 Just finished training a distributor in Australia via Skype, at the end they all had a beer, is wrong to join them 07.00 UK time, maybe tea.
1 day ago

Video

Downloads

Where to buy!
Search for the location of your nearest Super Rod merchandiser.

Product of the Month

Super Rod is also giving away one limited edition Super Rod jacket per month for users that register on their website. To be in with a chance of

winning simply enter the code 'SR1' in the comments field of the registration form.

www.super-rod.co.uk