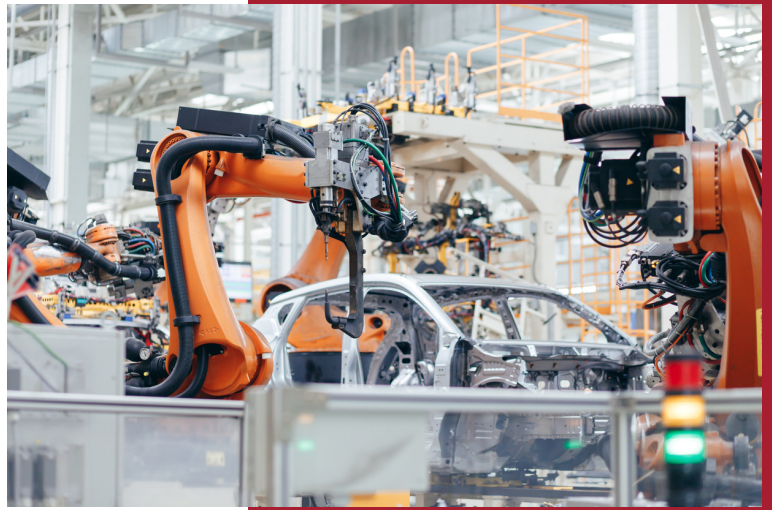


SUCCESS STORY

Checkers | Auto Manufacturing | Facility Expansion | Cable Protection
| \$250K-\$500K | Brooke Smith



\$309K Automotive Expansion:

Cable Protection Spec-In Drives
Plant Growth Project

IMPACT SNAPSHOT

- \$309K cable protection win
- Specified into automotive expansion project
- Future multi-facility growth potential
- Won through early engagement

KEY QUESTIONS

- "Are any facility expansions or renovations planned in the next 12-24 months?"
- "Who is involved in specifying products for this project?"
- "What cable routing and traffic challenges need to be addressed?"
- "Has a cable protection solution already been specified?"

PROBLEM

Facility expansion required safe cable routing and protection

- Manufacturing facility undergoing a major expansion project
- Power and communication cables needed protection in traffic areas
- Damaged cables could create safety risks, downtime, and maintenance costs
- Solution needed to support current operations and future growth

PLAN

Engage before specifications are finalized

- Work with the customer to understand expansion requirements
- Review traffic loads, cable routing needs, and installation conditions
- Recommend a cable protection solution capable of supporting long-term facility growth
- Position the solution during project planning before specifications are finalized

SOLUTION

Protect critical infrastructure while supporting facility growth

- Safely routed and protected cables in operational traffic areas
- Reduced cable damage and workplace safety risks
- Supported vehicle and equipment traffic without compromising cable integrity
- Provided a scalable solution that can be replicated across future expansion projects

REPEAT

Get involved before expansion projects become purchasing events

- Target facilities planning expansions, renovations, or new production lines
- Ask about infrastructure changes that require cable routing or protection
- Engage engineering, operations, and project teams early
- Look for opportunities to standardize solutions across multiple facilities