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BOULDER — It's like an unmanageable bucket of worms under a desk when cables, modems, telephone cords and power strips are intertwined creating unsightly clutter and a dirty floor.

And it's hard to decipher which device the cables are connected to.

A new product designed by Robert Bellows and John Mancino will help fix the problem without having to hire an information technology consultant.

Bellows, president of Cable-Safe Co. Inc., works out of an office in Gunbarrel in northeast Boulder. He started inventing the Complete Cable Manager with Mancino in 2002. The pair began marketing their product in March.

The cable manager is a gray-colored device that can hold 12 to 14 cables, but an expansion system can add up to 30. It comes in a kit that includes a desk-clamp assembly, a cable track-mounting device, three cable hooks, 18 cable straps, four cable clips, three bungee straps, four screws, an alcohol pad, an installation guide and a label sheet to keep the different cables straight. The small device can be mounted under a desk, on a wall or through a grommet hole in a desk.

"It gets everything up off the floor," Bellows said. "Our idea was to come up with something that got everything off the floor — cables, modems, hubs, power adapters and a power strip. It's a marvelous way of not having to spend time under your desk wondering which cable is which."

A cable hook easily snaps onto a cable track that looks like a shelf.

"This is the only snap on organization system," Bellows said. "It will even snap onto a computer cart. It is the only system that keeps cables organized, separated, tangle-free and off the floor. It's like a closet. You can hang up all the cables and see what you got and you can clean."

Bellows said the cable manager is made of fiber-filled nylon that easily supports 10 pounds. Individual kits cost \$34.95 and a professional installation kit that works for 10 to 12 desks is \$315. A kit weighs less than a pound and has a 10-year warranty. McGuckin Hardware in Boulder is selling the individual kits for \$29.95.

Charles Corcoran, McGuckin's electronics buyer, said customers are enthusiastic about the device once they see it. Since April the store has sold more than 60 individual kits.

"Seeing the product is the selling point," he said. "It's very well received by people interested in the product."

Jannet Jamison, general manager for Tundra Specialties in Boulder, said Tundra has been using 36 individual kits since January and has been selling the product in a company catalog since May. The national food service parts and accessories company sells the kits mostly to restaurants but also to plumbers and electricians. Tundra has sold more than 100 cable manager devices.

"It's such a cost saver to take them (cables) off the floor and not subject them to cleaners," Jamison said. "The integrity of the cables stays better."

Jamison said before buying the cable anager, she has had cables chewed up by a vacuum cleaner.

Michael Cohagan, co-owner of BCinteriors in Boulder, is selling the cable manager as well as giving out samples of the device. The commercial furniture design company has sold more than 40 kits since July.

"IT people like it because it organizes their cords they work with," Cohagan said. "Maintenance people like it because they get the cords off the floor for janitorial services. Facility managers like it because it neatens the look of their facility."

In addition to the local outlets, the product is sold on the company's Web site www.cable-safe.com.

Bellows and Mancino, who met at Celestial Seasonings in the 1970s, have had the strongest reaction to their cable-organizing device from home and small offices. Bellows said it took about 18 months to complete the design. He previously invented the plastic wobble wedge used by contractors as an installation shim. Bellows added he had about 100 ideas on his list of products he could invent and chose the cable manager because it would have a large market, and no one had come up with a cable solution.

Bellows and Mancino, the company's research and development director, co-founded the company with Jim Hutchison — financing the business with their own money. Hutchison is a retired owner of an injection molding business in Denver.

The Cable-Safe founders started marketing to individuals, but since August they now are successfully targeting businesses. Bellows said the company's sales have been \$20,000 a month, but it's doubling every month.

While Best Buy and other big-box stores don't sell single products immediately from small manufacturers, Bellows said he expects to enter that market soon when his product is a hot item. Bellows said there are 178 million computers in the United States.

"We see there is a huge market for cable organization," he said. "There is nothing like it out there at all."

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