

NEW RELEASE

Media Contact: Robert Bellows
(800) 830-6322
robert@cable-safe.com

Keeping Your Cables Safe from the Churn & Burn of a Corporate Rite of Passage

From the executive suite to the AV cart, The Complete CABLE MANAGER
Keeps **all** cables tangle-free, off the floor and easy to access

New product comes to the rescue of the mover's "bag & tag" team

SEATTLE, WA (June, 2004)—In a business climate that rewards productivity resulting from nimble, quick-change environments, office moving has become a corporate rite of passage.

But while moving desks and files is still a straight-ahead task accomplished by lean muscles and strong backs, managing computers, printers, scanners, routers, hubs and all the cables that connect them can be a more brain-draining, time-consuming affair. To alleviate the headaches that come with these frequent office moves, Cable-Safe introduces The Complete CABLE MANAGER a durable, elegantly designed product that helps you identify, organize and manage cables of all kinds.

"Since a company's server room and computers *are* the company, it's critical that they be well-managed during a move," says Seattle-based office moving specialist, Jay Arcarese, aka "The Churnmeister." "If after a move the server and computers don't come back on line, the company doesn't come back on line."

Office moving typically gets done over a weekend. A "bag and tag" team comes in first to inventory the computers, disconnect all parts and pieces, and pack them up for relocation. After the move, the bag and taggers return to hook up the hardware and make sure it's all working. But in the jumble of wires and chords, what goes where? "It's often a huge mess," says Arcarese. "You can imagine given all the pieces—the monitor, the keyboard, the mouse and power cords—times the number of workstations moved."

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One company who recently chose to install Cable-Safe's Complete CABLE MANAGER at each of their 35 workstations is Bothell, Washington-based software developer, **Dexterra**. "Due to the growth of our company, we were moving into a new office to give all of our employees more room," says Jason Nadell, marketing and communications manager. "At the same time we wanted this new space to be better utilized and The Complete CABLE MANAGER lets us maximize the use of our new facility."

Nadell says that projections indicate that their workforce will double by the fourth quarter, 2004, with all employees slated for their very own Complete CABLE MANAGER. "It's a quiet solution to a common problem," he says. Dexterra provides standards-based platforms and tools that cost-effectively customize, deploy, and adapt mobile solutions.

Updating hardware in the office is another regular occurrence that can benefit from using The Complete CABLE MANAGER. "Flat panel monitors are big right now because they save space on a desktop," says Churnmeister, Arcarese. And when the IT department has to go in and install them, tracing wire and negotiating 'cable-ghetti,' the task can take hours longer than it has to. At the \$60 to \$70 an hour that these services are often billed, time savings can be significant, and an investment that pays dividends on future moves.

"Think how easy it would be if all you had to do was go to the already identified cable, unhang and disconnect it, connect the new one and re-hang it on the Cable-Safe. What a beautiful thing," says Arcarese. "What better time to get your cables organized, and to budget this onetime cost during a move. It will save a company all kinds of money down the road, or down the hall."

For more information visit: cable-safe.com

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