

The Stratecon Group, Inc.

Strategic Concepts in Marketing

Home

About TSG

Newsletters and Articles

Calendar of Events

FAQs

Subscribe Here

Press Room

Contact TSG



SEPTEMBER 2011 W5 SHOW ALERT CEDIA3

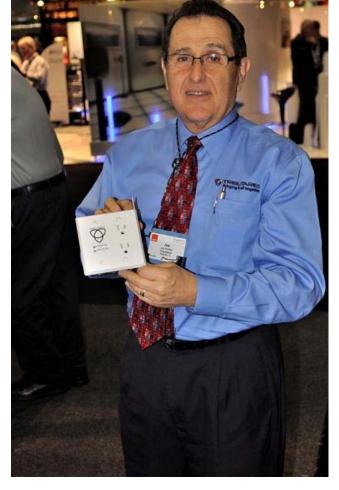
Tributaries Cable Expands Power Protection Product Line

<September 28, 2011><CEDIA>
Tributaries Cable was at the CEDIA Expo showing new products in multiple categories, including a premium speaker cable line and a line of reference-grade interconnects. But President Joe Perfito was especially focused on a pair of new power protection products - a growing category for the specialty manufacturer.

First, Perfito took us to an in-wall quad box with two protected power outlets. Called the PWRI-PRO In-wall AC Power Management Outlet, Tributaries says the product is "one of the most advanced inwall power outlet systems available today."

Protecting power in the walls...

In fact, the company says the PWRI-PRO is the only in-wall power protection system to receive three extensive UL certifications. Underwriters Laboratory (UL) has certified the product under UL 1449 (for surge protected devices), UL 498 (for power receptacles), and UL 514 (for cover plates for mounted wiring devices).



Rated at 1440 Joules, the PWRI-PRO is meant to be installed behind wall-mounted flatpanel TVs where space is too limited for a separate power protection unit. Not only is this a more convenient installation, the PWRI-PRO provides as much or more protection than many separates.

Based on X3 MOV technology, the PWRI-PRO will protect against spikes and surges. Under-voltage protection is also provided as the unit will disconnect if power drops below 90V (or surges over 135V). LED indicators fully detail operational status.



"A homeowner's safety is number one priority when designing a convenience product like this," Perfito said. "We are dedicated to putting the safest possible product on the market, allowing our dealers to deliver to their clients' peace of mind, that the proper authorities have rigorously tested and approved this model."

Available this month, the PWRI-PRO sells for \$200 MSRP.

Rack 'em up...

Also in Tributaries power protection line - introduced this past May - Perfito was showing the new T10X Power Bar, a 10-outlet, rack-mountable protected power strip. Designed to mounted in your power equipment rack, the T10X has three mounting options depending on your configuration.



The T10X has a total of ten outlets - six mounted on the face panel of the unit, and another four mounted on the back panel. Like the PWRI-PRO, the T10X uses their best X3 MOV protection technology for maximum protection from surges and spikes.

The T10X also includes connections for a 12-volt trigger providing yet another level of control. The T10X is available now and sells for \$225 MSRP.

"Tributaries is committed to providing the custom channel with accessories specifically designed for the needs of today's installations," Perfito concluded.

For more information on these and all Tributaries Cable products, see: www.tributariescable.com.



Click here to return to the SHOW ALERT...

Home|About TSG|Newsletters and Articles|Calendar of Events|FAQs|Subscribe Here|Press Room|Contact TSG

Copyright (c) 2011 The Stratecon Group, Inc. All rights reserved

Powered by Microsoft Office Live | Create a free website