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**Southbay Music Company
Yellow Jacket Case Study**

“There is only one company that everyone counts on and no venue is ever going to question that...it’s Yellow Jacket,” Southbay Co-Owner Karl Maede said.

The ability to offer regulatory and ADA compliant services using Yellow Jacket cable protectors helped Maede differentiate his business. Southbay’s revenue increased because of the safety it can ensure using Yellow Jacket products.

Regulatory and ADA compliance is important for Torrance, Calif.-based Southbay Music Company. Providing a safe environment during events, concerts and television shows is a priority.

Using Yellow Jacket Inc. cable protectors helps special-events-materials-coordinator Southbay ensure its shows go on without a glitch and audiences are safe and sound. Yellow Jacket’s products keep Southbay compliant with ADA regulations and reduce the risk of injury to guests.

“This is a litigious environment we live in and [Yellow Jacket] products reduce exposure,” Southbay Co-Owner Karl Maede said. “A Yellow Jacket is appreciated by my customers and even more so by the insurance company.”

Those protectors, Maede said, “don’t move; cars run over them and they don’t move.”

While cable protectors are far from glamorous, and a small detail often overlooked, it’s the finer things in business that separate the professionals from the novices, Maede added.

Ensuring customers that they ‘are covered’ puts them at ease, he continued. “It allows people to sleep at night.”