



1/5/2009

**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.”



1/5/2009

**Production Electriks  
Yellow Jacket Case Study**

Versatile, easy to use and durable, that's what Production Electriks says about Yellow Jacket Inc. cable protectors.

"You can drop the Yellow Jacket product in a moment's notice and pick it right back up at the end of the event," Production Electriks Operations Manager Dave Weatherby said. "We have some other cable protector products and they're okay...but we thought it's in our best interest to use the Yellow Jacket product instead because of its firm rock surface; with others they have a soft walk area and it's not safe."

Orlando, Fla.-based Production Electriks provides temporary electricity for special events, conventions, concerts and trade shows. The company recently worked on a project for the Disneyland Resort in Florida.

"We had difficulty laying down [cable] and accessibility was an issue," Weatherby said. To solve the problem, Weatherby used Duarte, Calif.-based Yellow Jacket's cable protectors.

"Disney liked them so much, they ended up purchasing some of the Yellow Jacket product," Weatherby continued. "I think it was because they saw that it's a reliable product."

Weatherby also uses Yellow Jacket ADA compliant protectors to ensure disabled and handicapped guests can walk safely over cables without tripping or falling on small parts. Production Electriks tried using other brands but they didn't stand up to the quality and durability of Yellow Jacket's products.

"I don't really see any weaknesses in the Yellow Jacket product," Weatherby said. "Compared to their competitor's portable ADA compliant products, Yellow Jacket protectors don't have any small parts to lose; that's a big reason why we chose them."



1/5/2009

**Gorilla Power Systems  
Yellow Jacket Case Study**

At Gorilla Power Systems, they know they can rely on Yellow Jacket Inc.'s signature cable protectors to help prevent mishaps that can ruin a concert.

Gorilla Power Systems offers turn-key services and equipment to special events and construction projects. It is parent company to a handful of special event services companies including Gorilla Power Systems, an industry leader in turnkey portable energy.

As a whole, Gorilla Cos. prides itself on exceeding client expectations and uses the best equipment to achieve that goal. We use [Yellow Jacket] because we can count on them." said Gorilla Power Systems General Manager Jake Kidd. Yellow Jacket cable protectors meet and exceed Gorilla Cos. expectations and help it continue to be a reliable industry leader.

Duarte-based Yellow Jacket Inc. provides behind the scene support, protection and reliability at shows, events and concerts. The manufacturer's cable protectors are well known in the industry for two reasons: durability and response time, according to Kidd.

"When you look at Yellow Jacket and Brand X, they look the same, but you can tell the difference when you use it everyday," Kidd said. "Sometimes I find myself in a pinch and [Yellow Jacket] has been able to jump through hoops for me."

Kidd used Yellow Jacket cable protectors twice in the recent presidential election. He used them at presidential debates and in McCain's recent concession speech in Arizona.

Gorilla Power Systems uses Yellow Jacket cable protectors for everything; from managing an event start to finish or just renting out equipment. The cables are tough and live up to their reputation, Kidd added.



1/5/2009

**Ten 47 Limited  
Yellow Jacket Case Study**

In 2006, Ten 47 Limited needed to fill a hole in its product offering, so they turned to Yellow Jacket Inc. for cable protectors. Today, Ten 47 is the sole distributor of connectors, subassembly and accessories to the temporary power, entertainment and railway, military and general industrial markets in the United Kingdom.

“Yellow Jacket [cable protectors] allowed us to fulfill a need in the UK marketplace,” Ten 47 Ltd. Director Douglas Fury said. “We have ordered in excess of 2,000 pieces over the past two years.”

Duarte, Calif.-based Yellow Jacket, Inc. provides innovative cable protector products including the AMS modular cable protection system which is expandable to accommodate ADA compliant ramps. Many of Ten 47’s customers use The Yellow Jacket AMS product as it “is a simpler solution than competitor” products, Douglas said.

Recently, Ten 47 provided cable protectors for one of the largest indoor arenas in Europe. The problem was that the customer not only needed cable protectors but also required safe and simple wheelchair access ramps.

Douglas immediately thought of Yellow Jacket’s AMS product. Ten 47 was able to cover the cables and provide wheelchair and tapered side ramps which reduced the risk of trip hazards.

“This gave the customer a complete solution,” Douglas said.

Another customer of Ten 47, using Yellow Jacket cable protectors, is a U.K. Naval Dockyard. The customer needed protectors to cover cables. But the cables were situated in close proximity to the water edge of the dockyard. So the customer required that the protectors provide a larger than normal flat cable protector surface to allow personnel to walk safely.

To solve that problem, Ten 47 used the Yellow Jacket AMS product that can be expanded as wide as needed product which fulfilled the requirement and provided a better and easier solution than the company’s competitors could offer.

“The customer is now looking to possibly extend the cable protectors into other areas of the dockyard,” Douglas said. “Yellow Jacket undoubtedly provides innovative and leading edge solutions to cable protection.”



1/5/2009

**The Powershop bvba  
Yellow Jacket Case Study**

The Power Shop rents Yellow Jacket cable protectors to Sting's tour group and knows it can rely on the durability and consistency of those products. That reliability helps ensure fans dodge cable-related injuries and Sting's concerts go on without a glitch.

"We first heard about Yellow Jacket from contacts in the music touring industry," recalls Power Shop Owner and Manager Jan De Meyer. "They were strongly recommended to us as being the most solid ones."

For 19 years, the Power Shop has provided safe and solid crossovers for temporary power installations to concerts, television, fashion shows and other events. De Meyer has ordered more than 1,000 Yellow Jacket products over the years. Those pieces have retained their quality, he added.

De Meyer admits he tested the field and tried other cable protector brands. But, he says, those products damaged easily and were less durable than Yellow Jacket's.

"We still have the first batch of [Yellow] Jackets that we bought from a rock and roll tour more than 15 years ago," De Meyer said.

So while fans rock out at Sting's concerts, De Meyer worries little because he can rely on Yellow Jacket cable protectors to keep the music going and the fans happy.