



# National MBE Manufacturers Summit 2016

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Georgia Tech Global Learning Center, Atlanta, Georgia



INNOVATION | PRODUCTIVITY | SUSTAINABILITY

## INNOVATION

### Save Lives! Cut & Tear Proof Extension Cords...

#### Problem:



Electrical cords are responsible for the most civilian deaths related to electrical accidents each year. About 4,700 residential fires originate in extension cords each year, killing 50 persons and injuring some 280 others.

Sources: National Fire Protection Associate [www.nfpa.org](http://www.nfpa.org) & Consumer Product Safety Commission - CPSC Document #5032

#### Process:

**Philatron Commitment to Innovation and Safety through Research and Development (5-8% of Revenue).**

#### Our R&D Processes for Cut & Tear Proof Extensions Cords:

- 1. Identify Product Problem & Failures:**  
Accidents and fires caused by electrical shorting of conductors.
- 2. Identify Root Cause of Failures:**  
Inadequate protection of conductors due to weak jacket subject to wear and tear after prolonged usage.
- 3. Solve Root Cause Failure through R&D:**  
Developed a highly protective stronger jacket safe from wear and tear after prolonged usage.

#### Solution:

- New Safe Cut and Tear Proof extra durable extension cord that can withstand the pressure of a razor blade.



“Tragedies are preventable if we have the will to fix things”

#### Our Company:



- Philatron Wire & Cable - Offers over 40 Years of Excellence as an industry leader in innovation, quality, manufacturing, design, research & development, and technology.
- Our operations consists of copper drawing, roping, cabling, extrusion, injection molding, coiling and assembly.
- ISO - TS 16949 Quality Program Certified.
- Website: [www.philatron.com](http://www.philatron.com)