

Something New and Innovative for 2017

I am excited to introduce to you our brand new line of *Basorfil Wire Cable Tray* from *Basor Electric*. OK, I know. You were probably hoping for something really exciting. I'm sorry if you are disappointed.

But, if you ever have a need to run cable tray, this WILL excite you! And, when you compare it to your Chatsworth or B-Line cable tray that you might be using now, your installers and checkbook will be excited, too.

A Patented New Design Means Lower Costs, More Strength & Quicker Installations

Basor invented a *new* patented wave design of tray that is stronger than the standard products on the market. As a result, the thickness (gauge) of the wire used is thinner and lighter, yet you don't give up anything in strength.

What does this mean to you? The *Basorfil* design uses less steel to provide the same strength which means it costs less to manufacture. In turn, that means lower costs for you. And, because *Basorfil* tray is lighter, you'll also save on shipping costs, too!



But, the best news is yet to come. Here is the part your installers will love.

Traditional wire basket sections have to be joined with numerous fasteners consisting of clips, screws and nuts. Depending on the tray width, you need anywhere from 3 to 6 or sometimes even more fasteners for each joint! That takes a lot of time to apply each clip, position the screw, thread and tighten the nut. It slows things down and makes for a tedious installation.

Connect Two Basorfil Sections of Tray in Just 4 Seconds

Basorfil uses a **Self Splicing** design that allows you to connect two sections in just ... 4 seconds!!!! Tray sections simply snap together creating a UL certified, grounded junction. No fasteners are required. The result is faster installations which in turn means lower installation costs. And, because you never need to purchase fasteners again, you save even more moola.

Finally, *Basorfil* is available in all the typical lengths, widths and depths and several finishes including Electro-zinc plated, Hot Dip Galvanized, Stainless Steel and in the painted finished yellow, red, white and black. The line also includes a broad range of accessories including floor, wall and ceiling supports, dropouts, grounding lugs and many other items.

Product In-Stock and Warehoused Locally—Ships The Same Day!

Do you need fast delivery? Basor has multiple distribution sites around the country. All products are kept in stock so in most cases, your order can ship the same

day. Try that with B-Line and Chatsworth. For my clients in the northeast, Basor's local distribution site is in Windsor Locks, CT, so delivery is just one day.

Who is Basor, You Ask?

Never heard of Basor Electric? Well, you would if you lived in Europe and other parts of the world where they have been the biggest name in this product category for over 30 years. Now, they are moving into the US and the team that was assembled to operate things here are the very same guys who built and ran Ortronics for many, many years. They know their stuff and have already built a great US organization to help you.

Let's Summarize

Allow me to summarize everything I just told you. *Basorfil Wire Cable Tray*...

1. Is stronger and lighter than traditional cable tray,
2. Costs less to manufacture which means it cost you less to own,
3. Is lighter so you save on freight costs, too,
4. Doesn't require those pesky fasteners, saving you even more money,
5. Can be installed much more quickly than traditional wire tray,
6. Is available in multiple finish options,
7. Is kept in stock for immediate shipment, and
8. Is manufactured by a world-leader in cable tray products.

Allow Me to Make It Easy For You to Get Started

To help you get started, I am going to do three things for you. First, I will provide for you a no cost detailed layout of your wire tray system showing all of the components you'll need to build the perfect cable tray system for your facility. I'm also going to give you \$500 towards your first *Basorfil Wire Cable Tray* order in 2017 and, just to make it fun, send you an assortment of delicious Mrs. Field's Gourmet Cookies.

Hey, after all the money you save on your new cable tray, and all the extra time you'll have after you complete the installation, you'll want to take a moment to relax and celebrate the smart decision you made by investing in *Basorfil*.

The Basorfil Start the New Year Off Right Deal

- Receive a **FREE** design package including drawings, layouts and takeoffs to help you design the Wire Cable Tray system that is perfect for you
- \$500 Credit towards your investment in a new *Basorfil* system (\$2,000 min order, smaller credits available for smaller orders)
- An assortment of *Mrs. Field's Gourmet Cookies* to enjoy all by yourself or to share with your colleagues in the office

To get your *Basorfil Start the New Year Off Right Package*, simply call me at **800-500-1346** and tell me you want to invest in the best cable tray system on the planet. I'll take it from there and get started on your new *Basorfil* system. Call me today.

