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For Immediate Release

## **Quick Cable® Launches QuickFigurator™**

### **New Computer Application Designs Custom Cable, Integrates Faster Quote System**

Franksville, WI – Quick Cable ([www.quickcable.com](http://www.quickcable.com)), the leading manufacturer of electrical storage products, today announced the launch of its QuickFigurator, a design application for custom configured products. The new website for the web application is [www.quickfigurator.com](http://www.quickfigurator.com). Version 1.0 of the QuickFigurator now allows registered users to configure custom battery cable, braided ground strap, and booster cables through an easy to use computer application. Users will then be able to save and print product drawings, request a quote online, and maintain a secure library of projects for future use.

#### **QuickFigurator and Custom Cable**

Currently, companies looking to acquire custom cable will take their requests to their engineering department and have it designed by an engineer using expensive C.A.D. software. Smaller companies without an engineering department will work with the custom cable manufacturer directly for engineering assistance. This process can prolong the turnaround time and increase the chance for error.

The QuickFigurator allows customers to produce accurate, uniform, industry compliant product drawings simply by choosing from a selection of components and product characteristics such as gauge size and length. In turn, it allows Quick Cable to provide faster turnaround on quotes and fulfillment of custom cable orders.

“The QuickFigurator puts the engineering in the hands of our customers. It gives anyone the ability to design custom cable and custom products regardless of their position, technical background, budget, or size of organization, and allows them to do it anytime, anywhere. It’s a real game changer for the custom cable industry,” said Ken Bons, Vice-President of Sales & Marketing for Quick Cable.

#### **About Quick Cable Corporation**

Quick Cable Corporation, the leading manufacturer of battery connectors, cables, tools, battery accessories and battery safety products for commercial and industrial equipment, is headquartered in Franksville, Wisconsin, with manufacturing plants in Franksville and Mississauga, Ontario.

#### **Contact**

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