



For media inquiries, contact:
Elizabeth Browne
Michael & Partners
972-716-0500 ext. 26
ebrowne@michaelpartners.com

**STRONG PRODUCTS GROUP FEATURES connectrac™
AT 2005 IFMA WORLD WORKPLACE SHOW**

***2005 Best of NeoCon® Silver Award Winner
Introduces Electrical Connection System to Global Facility Management Leaders***

Dallas – Oct. 23, 2005 – Facility management leaders will discover a new solution for conventional workplace connectivity challenges at this year's IFMA (International Facility Management Association) World Workplace Show, Oct. 23-25, in Philadelphia.

Strong Products Group, Ltd., introduces connectrac™, a first-of-its-kind, low-profile, floor-mounted, electrical raceway system that literally blends right into the workplace environment, at IFMA booth #2216. Strong Products Group received a Best of NeoCon® Silver Award in the Architectural Products category for connectrac at the 2005 NeoCon Show this summer. And *Architectural Record* magazine featured connectrac as its "Product of the Month" in the October 2005 issue.

Durable, yet attractive, the connectrac system provides a superior alternative to traditional power poles, poke-throughs, raised flooring, and unsightly, obstructive conventional floor raceways, for commercial interior electrical connectivity. The connectrac system eliminates the need for holes in structural floor slabs and offers infinite layout possibilities.

The U.S.-patented connectrac floor raceway system consists of a shallow track with a removable aluminum cap forming a rectangular conduit to encase electrical wires. This low-rise conduit is supported by low-sloping ramps along each side that cause only a small, gradual rise in the floor surface, greatly reducing tripping hazards and providing ADA compliance. The floor covering in the room (typically broadloom carpet or carpet tiles) extends up over the ramps and seamlessly integrates with the aluminum conduit cap. The end result is an economical and unobtrusive means for commercial users to have connectivity when and where it is needed.

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Designed by 16-year architect Clint Strong of Dallas, founder of Strong Products Group, to be practical, versatile and economical, yet still aesthetically attractive, **connectrac** consists of modular components that can be easily combined to deliver the specific routing and power/connectivity capacity that each individual user needs.

“I developed the **connectrac** system so facility management can offer tenants flexible workplace configurations, eliminating the need for costly structural changes to accommodate individual connectivity needs,” said Strong, who has been researching electrical connection systems for the past eight years. “When compared to traditional connectivity options, the **connectrac** system is cost effective and easy to install, rearrange and reuse, making the system ideal for permanent or temporary applications.”

connectrac is now available in two product offerings. The **connectrac** individual receptacle system is a floor-mounted raceway containing an interface box with two electrical outlets and two data ports at the point of use. The **connectrac** modular furniture system is a similar raceway terminating at a small metal junction box from which power and data lines may be connected via a “whip” to modular furniture systems. Further **connectrac** product variants will be introduced periodically throughout 2005 and 2006.

Interested facility management leaders may order technical specifications, price lists and samples direct from Strong Products Group, Ltd. The company is currently pursuing distribution agreements for its products with major national office furniture dealers and distributors.

Strong Products Group, Ltd., based in Dallas, is a privately owned company founded by Clint Strong that develops, manufactures and markets floor-mounted electrical raceway systems under the registered name **connectrac**[™]. The **connectrac** system is available through www.connectrac.com or by calling 1-877-480-5637.

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