



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

**STRONG PRODUCTS GROUP INTRODUCES connectrac™
TO MID-ATLANTIC REGION AT 2005 NEOCON EAST SHOW**

***2005 Best of NeoCon® Silver Award Winner
Debuts Electrical Connection System on East Coast***

Dallas – Sept. 14, 2005 – Strong Products Group, Ltd., offers a solution for commercial workplace connectivity for interior designers, architects, and builders in the Mid-Atlantic region, at the 2005 NeoCon East Show in Baltimore, Md., Sept. 14-15.

The company introduces connectrac™, an innovative, low-profile, floor-mounted, electrical raceway system that literally blends right into the workplace environment, at NeoCon East booth #500A. Strong Products Group received a Best of NeoCon® Silver Award in the Architectural Products category for connectrac at the 2005 NeoCon Show, earlier this summer.

Durable, yet attractive, the connectrac system provides a superior alternative to commercial interior electrical connectivity than traditional power poles, poke-throughs, raised flooring, and unsightly, obstructive conventional floor raceways, by eliminating structural holes and layout limitations.

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.

Strong Products Group Introduces connectrac at NeoCon East/Page 2

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. **connectrac** systems can be quickly and easily installed and can also be rearranged and reused, making them ideal for permanent or temporary applications.

“I developed the **connectrac** system as an answer for those in the contract industry who have struggled to find a versatile, practical and attractive means of wiring connectivity in the typical, modular furniture environment,” said Strong, who has been researching electrical connection systems for the past eight years. “The **connectrac** system blends the commercial interior needs and wants of designers and builders, creating a commercial interiors solution that is infinitely flexible in its application.”

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 architects, interior designers, electrical engineers, building owners and facility managers 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.

###