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STRONG PRODUCTS GROUP UNVEILS connectrac™ AT 2005 NEOCON SHOW

Dallas Architect Designs Innovative, Low-Profile Electrical Connection System with Aesthetic and Practical Appeal

Dallas – June 13, 2005 – A Dallas architect and entrepreneur solves the need for commercial workplace connectivity freedom for interior designers, architects, builders and users, and unveils his new electrical systems at the 2005 NeoCon Show in Chicago.

Strong Products Group, Ltd., launches connectrac™, an innovative, low-profile, floor-mounted, electrical raceway system that literally blends right into the workplace environment at NeoCon booth #7-7074.

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.

Designed by 16-year architect Clint Strong 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

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individual user needs. The system modules integrate with a large variety of finish options, including a choice of 10 standard Roppe® textured rubber extrusions or the user's existing carpeting, giving the finished raceway system a low-visibility, OEM-look that blends in with the surrounding interior décor. connectrac systems can be quickly and easily installed and can also be rearranged and reused, making them ideal for permanent or temporary applications.

"I saw the need for a design- and facility-friendly solution that would provide versatile communications connectivity to the typical, modular furniture environment," said Strong, who has been researching electrical connection systems for the past eight years. "The connectrac system frees architects, designers and facility managers from the limitations, obtrusiveness and expense of traditional connectivity products and offers a solution for commercial interiors that is infinitely flexible."

connectrac is available initially in two product offerings beginning July 2005. 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.

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