

INFOS NEWS SAAA - N°008



PRODUCT CHANGE: NEW CABLES

Since a couple of years, we have entered some new markets where products in the open display are really heavily manipulated. This is especially the case for the **cell phones market**. It depends of course on the store location, on how crowded the store is, on the customers' behaviours, and, according to our experience, it even depends to some extent on the country, but in this «hostile» environment, the life time of our cables may sometimes have become a problem that some of you have experienced.



SAAA has never ever stopped in the past year and a half to test, think, and try to understand how to **improve** this life time. This is a very long process and the in-house testing process is also extremely long (testing one million extensions on our test machine takes **around 25 days, day & night**).

In December 2007, a communication was made explaining that we had had a problem with our supplier: the coiled part of our cables was too short. We fixed this issue and even decided to extend the standard length of the coiled part of our cables. This had a proven impact, but obviously not enough.

We have kept on working very hard on this issue, with our suppliers and in-house, and as of today, we have made a number of modifications on our cables, which we think will definitely and significantly improve their lifetime, even in cases of heavy manipulation. The most visible modification is that we add a moulded reinforcement.

FROM MID SEPTEMBER ONWARDS ALL SAAA CABLES WITH PLUG, AND/OR ALL SENSORS USING THESE CABLES, WHETHER THEY ARE 2 WIRES, 3 WIRES, OR 4 WIRES WILL SHIP WITH THE HERE ABOVE MODIFICATIONS (*)



(*): the first cables we will have on stock will actually be 3 wires cables. Depending on demand there may be a lead time to get the new 2 or 4 wires cables.

These new cables are showing very good results on our testing machine, but we want to remain **HUMBLE** and **CAREFUL: THEY HAVE NOT BEEN TESTED YET IN REAL LIFE ENVIRONMENTS.** We are very confident, but **REAL STORES TESTING** will be the final judge.

PART NUMBERS will NOT change.

PRICE will NOT change.

NEW PRODUCT: ANTI DEPLUG STOP RING

In parallel with the cables' modifications described here above, we have designed a new stop ring. This new stop ring will be mounted by insertion in the first (upper) groove of the moulded reinforcement. It will be the same ring for either 2,3 or 4 wires cables.

This ring has two functions:

- It will prevent the cable to retract into the cassette if the cable is unplugged from the sensor head
- It will prevent easy disconnection from end-customers

When the ring is installed you cannot unplug the sensor anymore with just your fingers. You will need a tool to unplug. The ring has been designed so that you can unplug it with SAAA blue tool.



UNLIKE THE PHOTOS SHOWN HERE, THE RING WILL BE BLACK.

This anti-deplug stop ring will whip with all new cables and sensors.

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