



IEC Explains Why Custom Cables Might Be Necessary for Small Businesses

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IEC Custom Cable Manufacturer of Commerce City, Colorado, wants small businesses to understand why custom cables might be necessary for their business, rather than using standard cables.

IEC has been in the business of designing and manufacturing custom systems for businesses for over thirty years and are experts in designing anything from small office requirements up to a system that is military specified. They are concerned that many small business owners do not understand why a custom design could be important to them.

Standard out of the box cables are nearly always mass-produced and are intended for use in only the simplest of set-ups. They are also nearly always manufactured to a very low price point and have no guarantee of being suitable for any more advanced purpose.

It is one thing when a cable system falls short at home, but it is another thing entirely when a cable system falls short in a mission-critical set-up. Any business owner using standard cables for such an important set-up is running the risk of failure. Failure, when an important customer is present, does not reflect favorably on the

business concerned.

Consider, for example, a high-end audiovisual company that has listening rooms set up for customers to experience the best that modern technology has to offer musically. There are so many different cable manufacturers and cables to choose from that selecting anything but the use of bespoke cables could easily lead to disaster. High-value high-end audiophile equipment is unlikely to sell if it doesn't sound good because of unsuitable cables.

That is a fact even in a simple set-up. If the cables are running behind walls to keep them out of sight it becomes even more important to choose the right cables. Speaker cables, even something as simple as a long HDMI cable, need to be properly considered when designing a system, but especially when running behind walls. Failure to do so may even put a business in violation of local building or electrical codes.

Set-ups such as the one above, are obviously at the front end of a business. Anything that is in front of a potential customer is clearly of great importance, but it is not just the front end that is important though. The back end of a business that customers do not see is equally important and arguably more so.

In this technologically advanced day and age, there can hardly be a business anywhere that does not use computers. A company network may be small, or it may have a dozen computers or more, but in either case, it is critical that reliable cable components are used.

This is particularly important in hardwired systems which are still the system of choice for businesses wanting the greatest network speeds, reliability, and security. Wi-Fi is great at home, not so great in the office. Data and time are expensive as many companies can testify.

Jimmy Stillinson, a Colorado business owner, said, "I had used Wi-Fi for years in the old office and it was not too bad, but when we moved into a new building with more office space and the computers were spread throughout the building, Wi-Fi just didn't cut it anymore. Frequent disconnections, slow speeds, and no signal at all in some spots meant I just had to move to a wired system. I wanted something that would work and work reliably. IEC helped design and manufacture exactly what I needed."

Custom cables, purpose-designed and made are the answer not just for big businesses, but any small business looking for the best in purpose and reliability as well. IEC can handle single and small quantity orders as well as large ones.

Whether a business wants to design its own system, in which case IEC's technical staff will let them know if

it will work, or have a system designed and built from scratch, IEC can help. Every custom assembly undertaken by IEC is checked for any faults prior to leaving its facility.

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For more information about IEC, contact the company here: IEC Joe Miller (303) 288-5000 joe@iec.net 6185 E 56th Ave Ste A Commerce City, CO 80022

IEC

IEC is a custom cable manufacturer in Denver, Colorado for over thirty years. Highlighted products include: OEM cables, TV wall brackets, 50 ft & long hdmi and meeting and conference room audio video.

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