

# SELF-REGULATING CABLE STRIPPER

Andrew Cloy



# ABOUT ME

Invented a new tool to strip heat trace

Electric process heating and heat trace background

39 years old

Married w/ 3 kids

8 acres in Magnolia, TX

Sells tree service

- AutoCAD and Solidworks
- Prototyping
- Heater prototyping
- Plastic, silicone and electrical



# PROBLEM

## Self-regulating cable

Dangerous to strip

Tedious work

Conductors often cut by mistake

## Costs

1. Safety impact
2. loss of productivity – 2.5% Total SR project manhours
3. Often botched terminations

## Market gap

No products on the market to really solve the problem

## Problems

No great designs exist

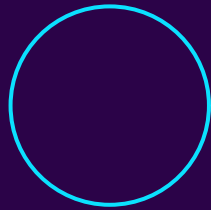
Developing such a tool would be expensive

Lengthy R&D process

Unsure if you will succeed

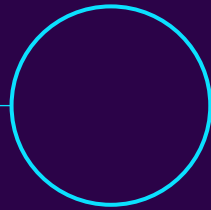
Unsure if it's a good investment

# SOLUTION



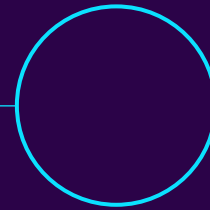
## Create the Tool

Minimum viable product  
completed



## Introduce Tool

Thermon



## Benefits

Safe  
Simple to use  
Strips SR cable in <3min  
Reliable

# PRODUCT OVERVIEW



## Unique

A completely new design and stripping method



## First to market

Technology that's highly functional and made in USA



## Tested

Designed and tested on BSX



## Authentic

Born from my dislike of stripping SR cable



# COMPETITION

## THERMON

- No current tool (to my knowledge)

## COMPETITION

- Stripping tools are expensive and don't function well.
- Existing specialty tools strip slower than a utility knife.
- The tools are safe but not widely liked by pros.



## MARKET OPPORTUNITY

**\$417K**

New revenue stream

Revenue over 12 months

Ex: 10 tools per business day @ \$160 per tool  
\*261 business days= \$417,600

**\$27K**

Lower labor costs

Ex: 25K hours installing SR cable systems,  
1,250 Hours stripping, 50% faster stripping,  
625 hours saved per year at \$44 per hour  
cost = \$27,500.

**\$274K**

Sell to other manufacturers

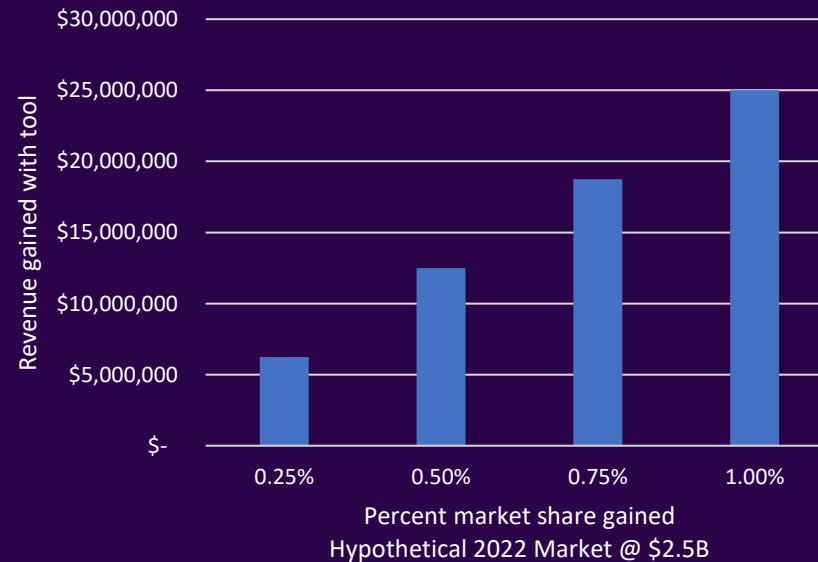
Ex: 15 tools per business day @ \$70  
per tool \* 261 business days= \$274,000

**\$6.25M**

## MARKET OPPORTUNITY

This tool solves three major pain points, all at the top of the list for self reg customers.

Better systems attract more customers.







# PRODUCT BENEFITS

## Tool Information

- Solid polymer tool body
- 100% Made in USA
- Lifetime carbide blade
- Damaged/rusted blades are replaceable

# PRODUCT BENEFITS

## Safety

- Recessed cutting surfaces
- Maximum Cutting depth is  $<1/16^{\text{th}}$ "
- The maximum risk is a papercut
- Reduce high risk time spent in pipe racks, man-lifts, etc..
- Light weight if dropped

# PRODUCT BENEFITS

## Production

- Faster jacket removals with perfect cuts
- Total core removal in under 3 minutes
- Leaves bus wires cleanly exposed (tested on BSX\*)
- Remaining core around the wires peels off by hand

# PRODUCT BENEFITS

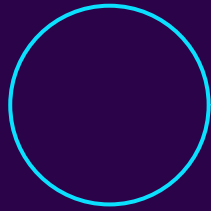
## Termination Quality

- Eliminate damage to ground braid
- No nicked bus wires
- **Reduce start-up and commissioning cost**
- **Improve system reliability**
- **Reduce warranty callouts**

# BUSINESS MODEL

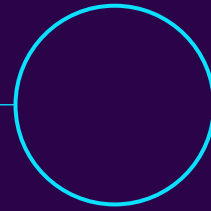


# BENEFITS



**Andrew**

\$36 per stripper via 1099



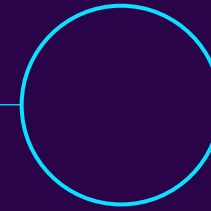
**Thermon**

MSRP \$160 ea

New star product

Safety leader

Significant increase in cable sales



**Customer**

Integrators

End users

Thermon construction

Reps



## SUMMARY

- Work safe
- Increase sales of all moncore lines
- Increase production
- Risk free

# THANK YOU

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