

# Cable Wrap and Label System

## Overview

Our cable wrap and label system offers a quick and efficient way to identify various types of cables through a color-coded system, tailored for different professional and consumer audiences. Each cable type is assigned a specific color and clearly labeled, ensuring easy and accurate identification.

## Color-Coded System by Purpose

Power Cables: Red

Data Cables: Green

Audio Cables: Blue

Video Cables: Yellow

General Use Cables: Black

## Audience-Specific Bundles

### Musicians

Audio Cables: TRS, XLR, Instrument (Blue)

Power Cables: Charger (Red)

### Video Production

Video Cables: HDMI, SDI (Yellow)

Audio Cables: XLR, Optical Audio (Blue)

Power Cables: Power (Red)

### WFH and Consumer Electronics

Data Cables: USB-A to USB-C, Ethernet (Green)

Video Cables: HDMI (Yellow)

Power Cables: Power (Red)

### Network and IT Professionals

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Data Cables: Ethernet, Fiber Optic (Green)

General Use Cables: Coaxial, Patch (Black)

Power Cables: Power (Red)

## Home Entertainment Systems

Video Cables: HDMI, Optical Audio (Yellow)

Audio Cables: Speaker, RCA (Blue)

Power Cables: Power (Red)

## White Label for Merch and Swag

Customizable Options: Company logos, specific color schemes, and tailored labels.

Example Bundles:

Corporate Bundle: Data (Green), Video (Yellow), Power (Red)

Musician Bundle: Audio (Blue)

## Marketing and Events

### Industry Events for Swag and Merch

The ASI Show - Orlando, Dallas, Chicago

PPAI Expo - Las Vegas

Promotional Products Work! Week - Various Locations

Impressions Expo - Long Beach, Atlantic City, Fort Worth, Orlando

SGIA Expo - Various locations

### Austin-Based Organizations and Events

South by Southwest (SXSW)

Austin Startup Week

# **Cable Wrap and Label System**

Texas Association of Convention and Visitor Bureaus (TACVB) Annual Conference

Austin Chamber of Commerce Events

Austin Technology Council Events

Maker Faire Austin

The Texas Conference for Women