

# Custom Solutions & Design

## Fresh Ideas & Practical Solutions

When you face tough design problems, turn to Whitney Blake, where 100 years of manufacturing experience meets innovation.

**Custom Wire, Cable & Harness:** We meet your stringent performance specifications and solve your design challenges by:

- Modifying our own standard products
- Collaborating with you on custom products
- Creating revolutionary products like Fire-Tuff™ and Tuff-Seal™

**Components and Assemblies:** Small design decisions can have large, unintended effects. But Whitney Blake understands how:

- Wire, cable and harness can be modified as individual components or as part of an assembly to deliver the performance you need.
- Design, supply chain, and manufacturing decisions can help you meet the cost, quality, and delivery parameters for your product.
- Standard products can be modified to give you custom performance within your budget and timeframe.

When you're sure those specs will never be met, call on Whitney Blake.

### Challenge:

Develop a lower cost version of an existing speaker mic cable for a customer who wanted to offer the market an economical alternative.

### Solution:

Whitney Blake used standard copper conductor materials to replace costly high flex copper alloys, then redesigned the cable system to achieve the desired performance at a lower cost.

