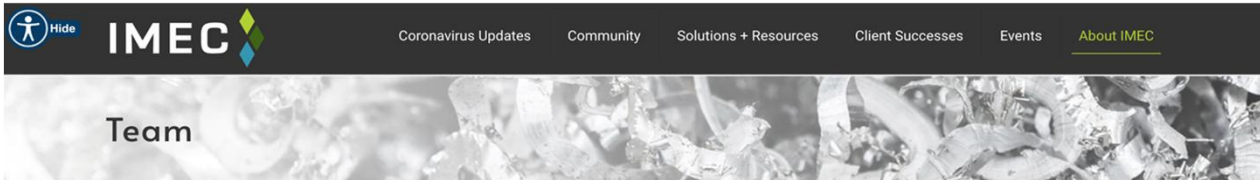


WELCOME



HERE TO HELP.

Meet your Team of Experts

Find your Local Contact, Learn about our Experience, Ask for Assistance

Client Engagement Team

For more assistance, choose your zip code below to identify and contact your regional manager.

1

1

MAKE AN IMPACT.



Emily (Villhauer) Lee · 1st

Program and Partner Relations Coordinator at IMEC

Peoria Metropolitan Area · [Contact info](#)

500+ connections



39 mutual connections: John McLeod, MBA, CSL, David Musgrave, PMP MBA, and 37 others

Message

More



IMEC Illinois



University of Iowa

2



3

3



**MADE IN
THE U.S.A.**

4

KISS = KEEP IT SUPER SIMPLE

BECAUSE CUSTOMERS ARE....

5

5

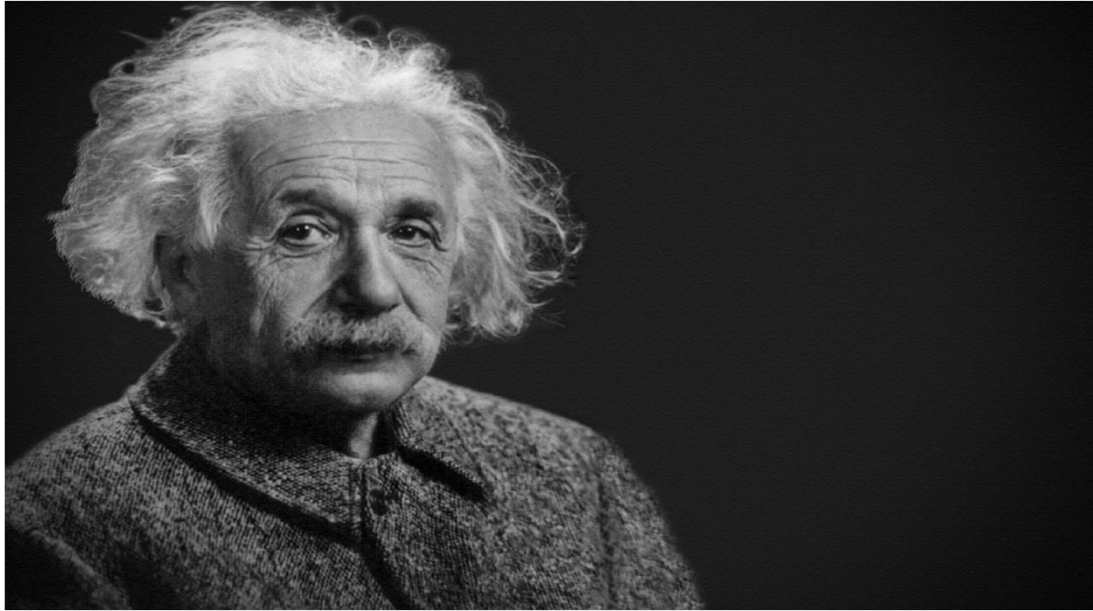
...DISTRACTED & BUSY...(Plus not that smart)



6

6

MAKE CUSTOMERS FEEL LIKE...



7

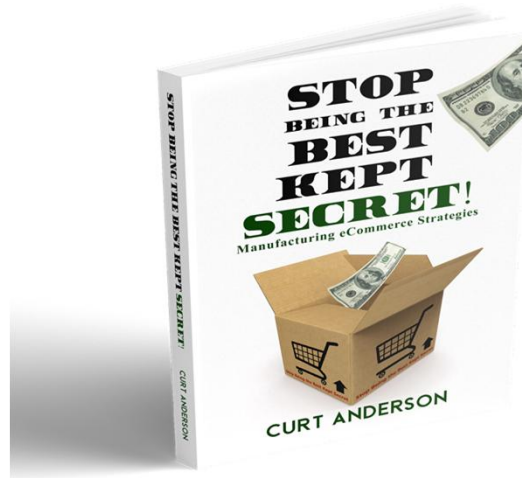
7

**MAKE IT AS EASY
AS POSSIBLE
TO DO BUSINESS
WITH YOU!**

8


8

BESTKEPTSECRETISM



9

9





Manufacturing eCommerce Strategies

OUR GOAL IS TO PROVIDE
THE NECESSARY TOOLS

AND GUIDANCE
TO HELP YOU REACH ECOMMERCE SUCCESS
It's time for you to capture a slice of the \$1.8 trillion
B2B eCommerce market!


www.b2btail.com






Curt Anderson
eCommerce Evangelist for Manufacturers | #GirlDad | Author of
"Stop Being the Best Kept Secret" | Lots of Fun eCommerce
Webinars - Every Friday at 1:32 EST
Lakewood, New York, United States · [Contact info](#)
[500+ connections](#)

[Open to](#) [Add section](#) [More](#)

 **B2Btail**

 **The Ohio State University
Fisher College of Business**

10

10



STOP BEING THE BEST KEPT SECRET



Manufacturing eCommerce Success

Top eCommerce Experts deliver powerful tips for manufacturers



CAREY SMITH
 FOUNDER & FORMER CEO OF BIG ASS FANS |
 FOUNDER OF UNORTHODOX VENTURES
 (AN AUSTIN-BASED INVESTMENT COMPANY)

HOW TO BUILD & SELL A BIG A\$\$ COMPANY FOR \$500 MILLION

Friday Jan 7th at 1:32 EST/10:32 PST

Join us for 25 minute sessions filled with actionable & profitable Manufacturing eCommerce Strategies to immediately apply to your business

Sponsored by

Ecommerce MGMT



11

Ready to Start Crushing It?

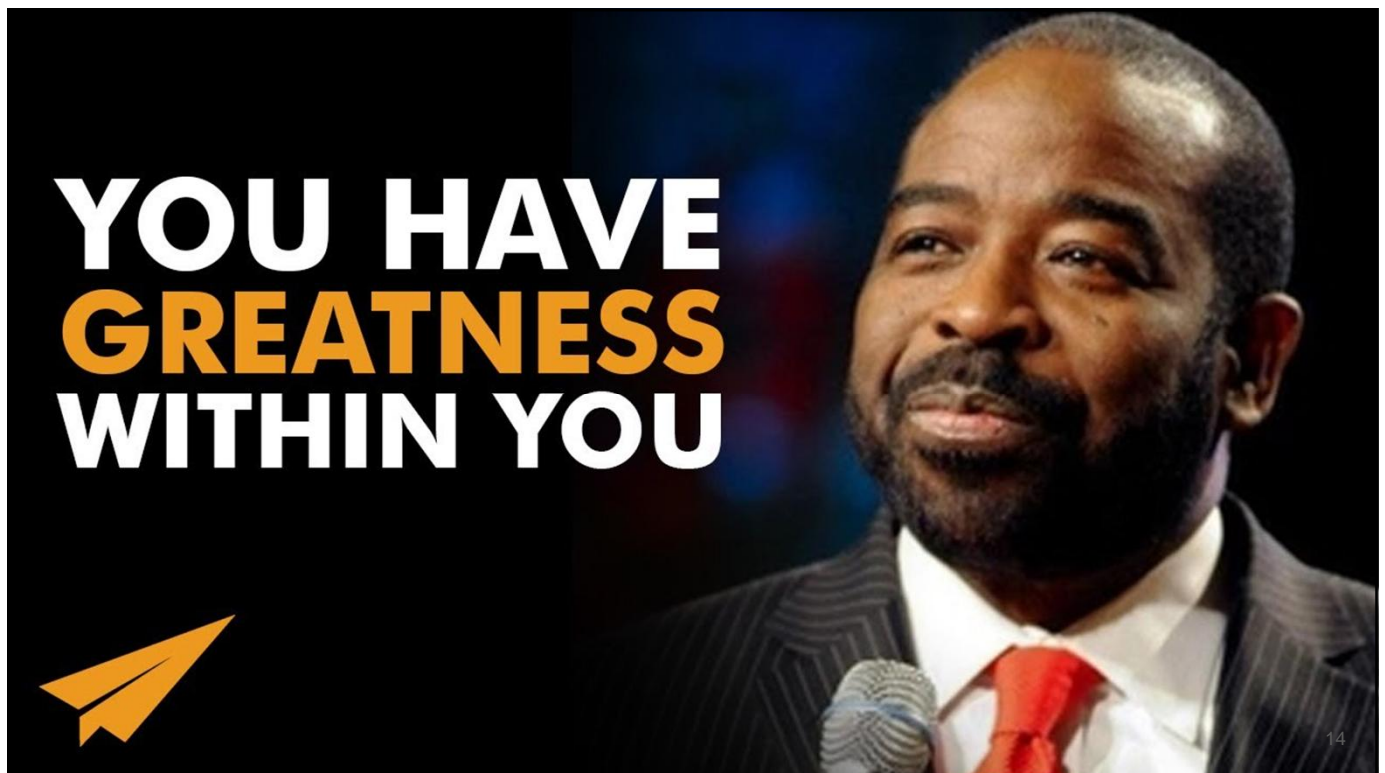
12

12



13

13



14

14

CURT@B2BTAIL.com

COMPLIMENTARY WEBSITE AUDIT

15

15

1. DISCOVER YOUR SOULMATE
2. MAKE A GREAT 1ST WEBPRESSION
3. DOMINATE SEARCH
4. GET OFFENSIVE

16

16

SEEKING SOULMATES



17

KYS
KNOW
YOUR
SOULMATE

18

18

Discovering Your Soulmate Helps Define...

- **Keyword Strategy**
- **Landing Pages - Website - Product - Pricing**
- **Where to Market Your Products & Services**
- **What Socials Your Soulmates are Hanging Out at**

19Ra
dio

19

KISS = KEEP IT SUPER SIMPLE

“Being part of the digital marketing course was really eye-opening, especially when it came to our customers”

“We weren’t even close to doing what we needed to do to reach our customer,” he said.

“The class helped me realize we need to zero in on dog owners first. Now we know who our customer is and how to talk to them.”

“I’d always thought our client was the mom-and-pop store. It’s really the distributors and manufacturers.”

“It was life changing for us,”

20Ra
dio

20

WIIFM

What's in it for me?

21

21

WIIFYS

WHAT'S IN IT
FOR
YOUR SOULMATES

22

22

"We-We" Syndrome

- WE ARE On Time
- WE ARE Top Quality
- WE HAVE Wonderful Expertise
- WE HAVE AMAZING Capabilities
- WE ARE THE BEST - JUST ASK US

23

23



24

24

**IT'S ALL ABOUT
THEM!**

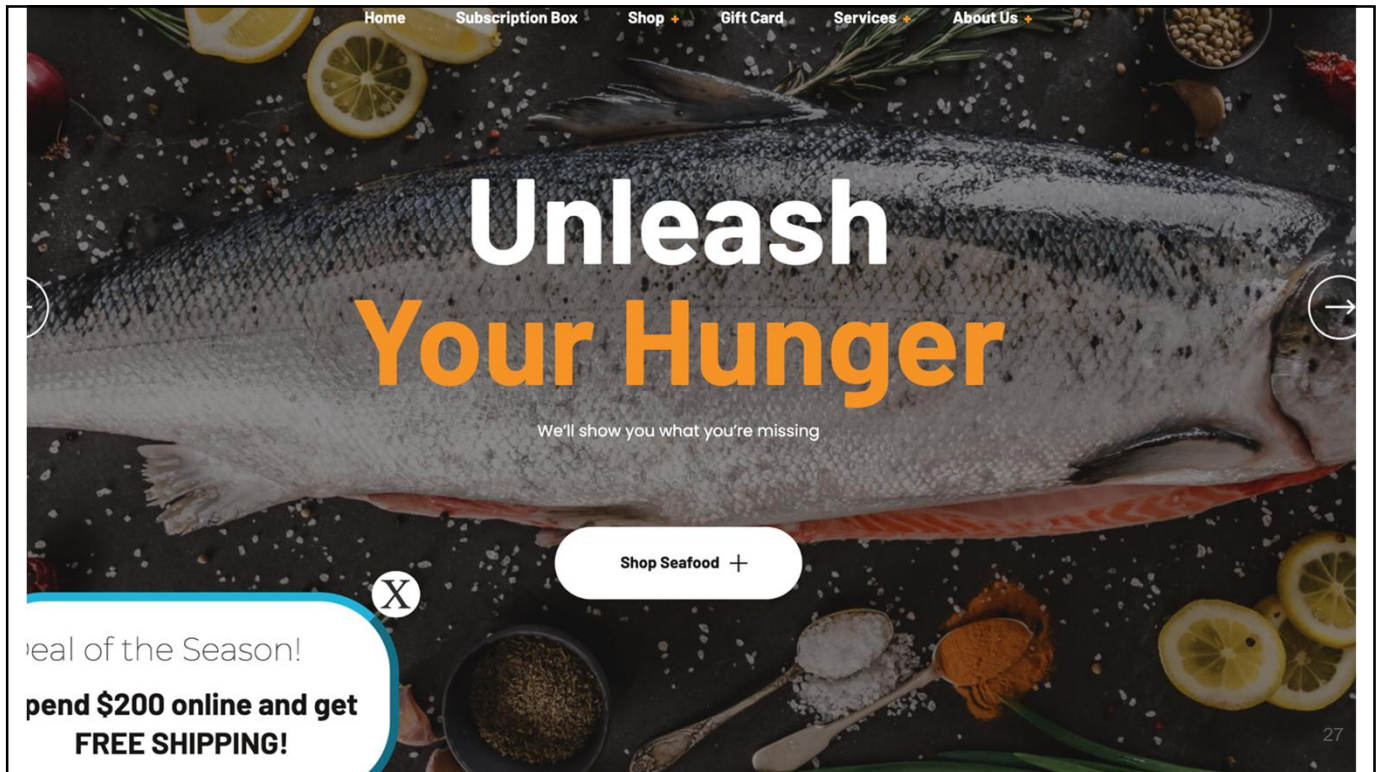
25

25

YOUR BUYER'S JOURNEY

26War
n

26



Home Subscription Box Shop + Gift Card Services + About Us +

Unleash Your Hunger

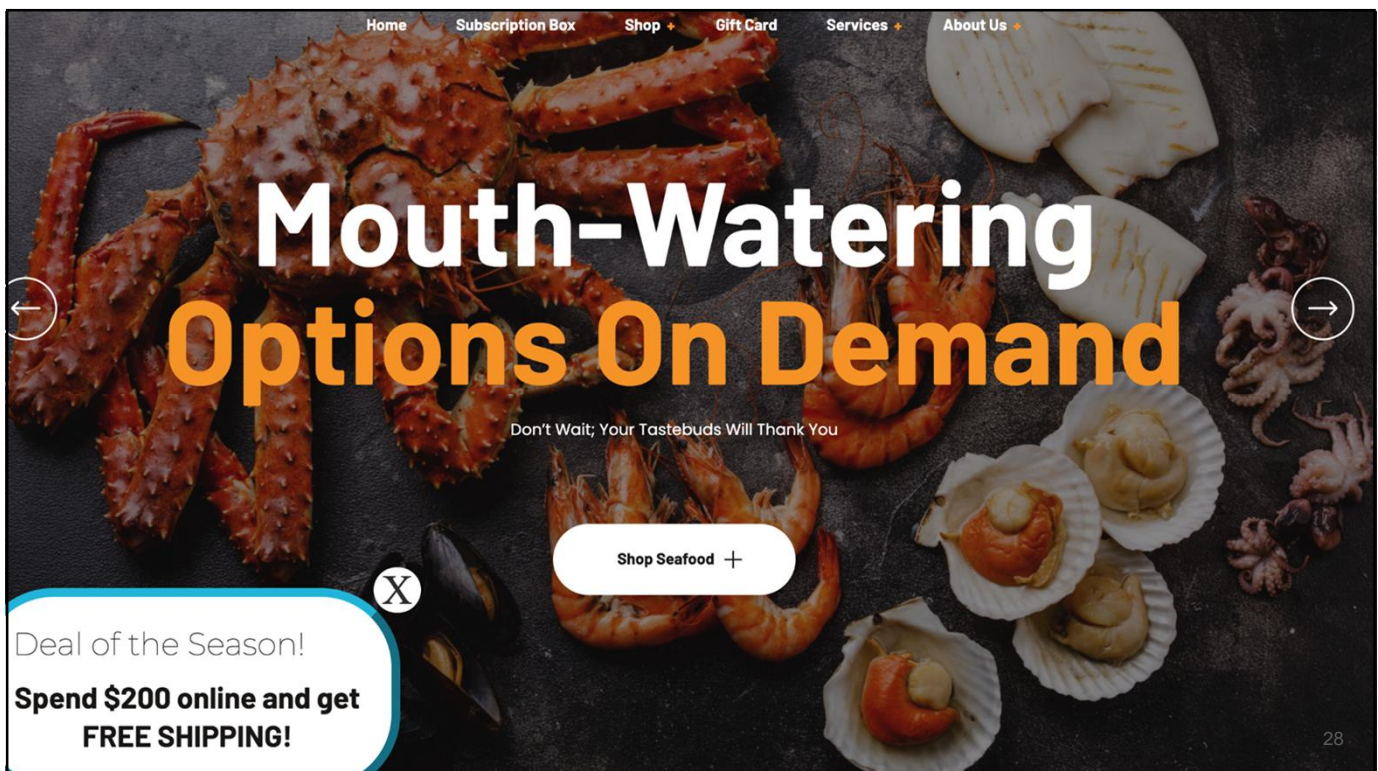
We'll show you what you're missing

Shop Seafood +

Deal of the Season!
Spend \$200 online and get
FREE SHIPPING!

27

27



Home Subscription Box Shop + Gift Card Services + About Us +

Mouth-Watering Options On Demand

Don't Wait; Your Tastebuds Will Thank You

Shop Seafood +

Deal of the Season!
Spend \$200 online and get
FREE SHIPPING!

28

28

**MAKE IT AS EASY
AS POSSIBLE
TO DO BUSINESS
WITH YOU!**

29

29

**Win the Engineer
&
Close the Sale**

30

30

441 Chandler Street, Jamestown, NY 14701 | info@weberknapp.com | 800.828.9254

WeberKnapp

Capabilities | Ergonomics | Industries | Vectis | About | Resources | Contact | [Ask An Engineer](#)


Outdoor & Professional Kitchen

Designing motion control solutions for luxury, professional, and outdoor kitchen appliances to make cooking, baking, and grilling easier, safer, and more enjoyable.

[LEARN MORE](#)

31

31



Engineer Chucky

“Hey; where did you get that awesome-looking hinge?”

Biggest Concerns About Chucky

- Is the quality really worth the huge price spike?
- Do you have a long-term record of success?
- Can't I have something “off the shelf?”
- Exclusivity?
- Are you U.S.-based?
- Can we see a sample?
- What makes your product stand out?
- Do you have the capacity to manufacture for us?
- Can you customize your product to our specific needs?

32

32

ENGINEERING ERNIE!!



DRIVING GROWTH THROUGH DIGITAL MARKETING

33

What's Chucky's Story?

I work with fellow engineers and purchasing to get the most cost-efficient part possible. However, the final call depends on the project -- it could be me, the purchasing agent, or sales/marketing. This means my dream design gets totally scrapped sometimes if it doesn't meet cost or marketability needs.

If I'm in an appliance job, I'm usually around 3 years or so before jumping to another endeavor. In other industries I tend to stick around for 5-10 years.

I love innovative solutions -- I just don't always know where to find them. I look around Google and trade shows, or talk to my peers, for these solutions.

Even though I'm tech-savvy, I'm not big into social media. I do enjoy a network of peers and suppliers (whether through LinkedIn or in-person interactions) -- I definitely appreciate a reliable long-term partnership, as do my boss engineers and purchasing team.

34

34

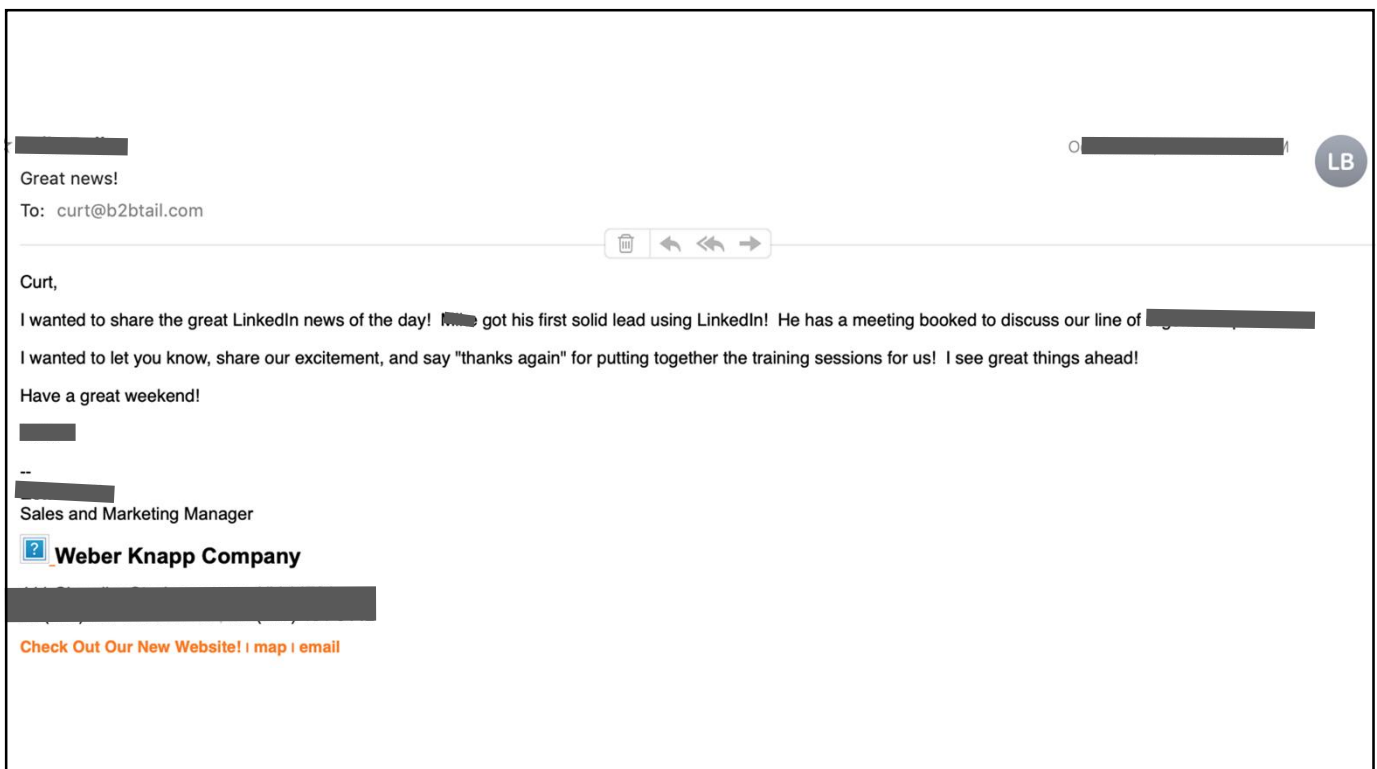
LINKEDIN?

Find your

LinkedIn Super-Power



35




36



37


37


[Home](#)
[Products](#)
[About Saniflow](#)
[Calculator](#)
[Sustainability](#)
[Gallery](#)
[Contact us](#)
[Blog](#)




Home > BabyMedi Horizontal

BABYMEDI HORIZONTAL

ADA compliant surface-mounted modern baby changing station with a durable design that allows them to blend into any commercial washroom.



Finishes

Reference: CP0016HCS-ASTM (Stainless Steel Finish)

[Request A Quote](#)

[Request A Demo](#)

[Description](#)
[Downloads](#)
[Images](#)
[BIM Objects](#)
[Videos](#)
[Certificates](#)
[Warranty](#)
[3-Part Specs](#)

38

38

Mario // Facilities Manager (End User)



"MacGyver...keeps the ship running smoothly"

Goals

- Keep all systems running smoothly
- Ensure compliance with all safety and security protocols
- Maintain adequate inventory; plan ahead
- Balance strategic and operational responsibilities
- Improving efficiency and cost effectiveness of facility

Frustrations

- Products don't work as promised
- Down-time of equipment or systems
- Administrative red-tape
- Dealing with engineers
- Procurement and negotiations
- Labor; employees; language barrier

Motivations

- Installation training that's quick; on the job site is preferred
- A CMMS system that improves their work by enhancing productivity
- Product availability; options; compliance
- Passing testing and inspections smoothly
- Product knowledge/support online
- Labor efficiency
- Profitability

Brands



Social



Taylor // Interior Designer/Consultant



"Architecting the visual experience"

Goals

- Reputation; sphere of influence; referrals
- Stay up with the latest trends
- Finding new products that fit into the building system (plan) and perform exceptionally well
- LEED credits / On-going education

Frustrations

- Timing / orchestrating all the details
- Client who think they're designers
- Egos (Architects / Engineers / Males in general)
- Difficulty finding or specifying the right product
- Lack of time/juggling too much
- Deadlines / Creative flow

Motivations

- Acute sense of style and aesthetics
- Maintaining reputation
- Environment; sustainability
- Willing to pay more for quality/style
- Form and function
- Visual examples/options/testimonials

Brands

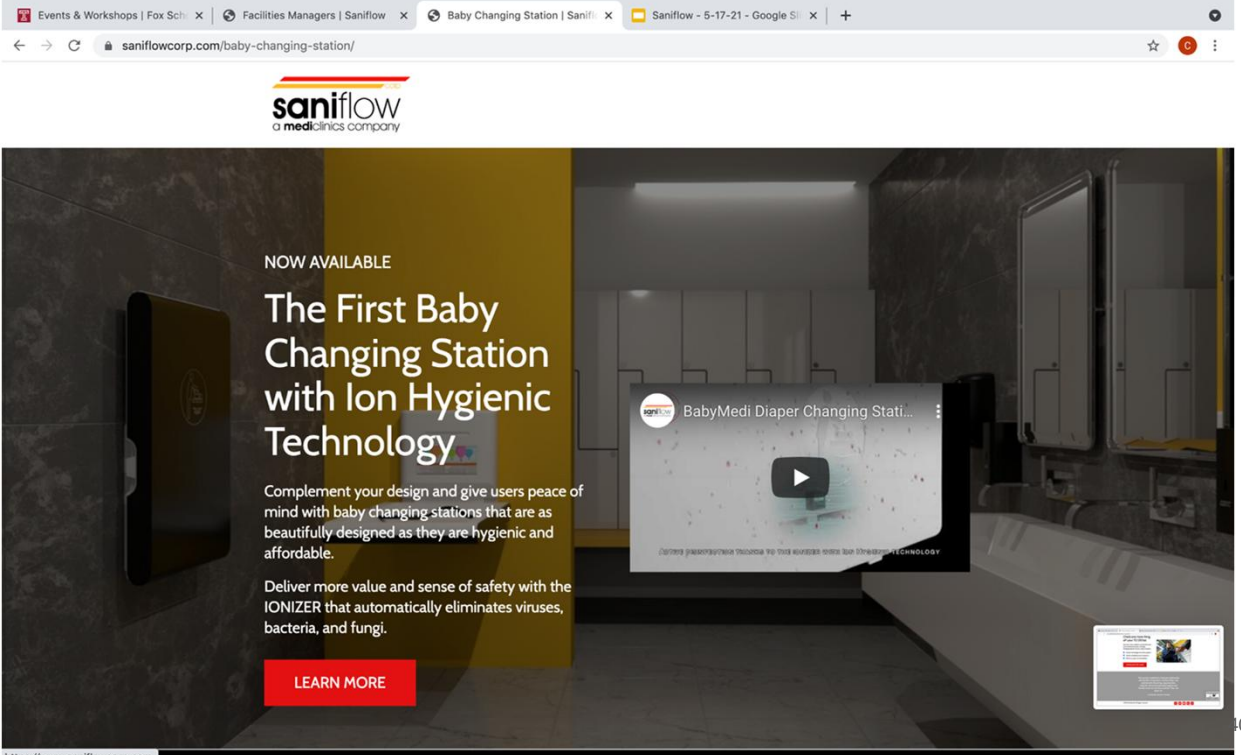


Social



DRIVING GROWTH THROUGH DIGITAL MARKETING

39



The screenshot shows a web browser window with multiple tabs. The active tab is titled "Saniflow - 5-17-21 - Google S...". The URL bar shows "saniflowcorp.com/baby-changing-station/". The website content features the Saniflow logo (a medline company) and a large advertisement for "The First Baby Changing Station with Ion Hygienic Technology". The ad includes the text "NOW AVAILABLE" and "Complement your design and give users peace of mind with baby changing stations that are as beautifully designed as they are hygienic and affordable." It also mentions "Deliver more value and sense of safety with the IONIZER that automatically eliminates viruses, bacteria, and fungi." A "LEARN MORE" button is visible. A video player is embedded in the ad, showing a "BabyMedi Diaper Changing Stati...". The browser's address bar and tabs are visible at the top.

40


Events & Workshops | Fox Sch... | Facilities Managers | Saniflow | Baby Changing Station | Saniflow | Saniflow - 5-17-21 - Google Sl... | +

saniflowcorp.com/baby-changing-station/

No more settling for ordinary!

Stop sacrificing style for practicality. Commercial baby changing stations don't have to be a bear.

- ✓ Choose the right option for your particular commercial washroom project
- ✓ Finish your project without sacrificing style
- ✓ And now available in AISI 304 Stainless Steel Matte Black Finish



[LEARN MORE](#)

"We recently established a business relationship with Saniflow Corporation and have been very satisfied with the pricing, response time, customer service and generally superior and friendly treatment we have received. They care about us."

— Jim Krakowski, Classroom Outfitters

41

41

Events & Workshops | Fox Sch... | Facilities Managers | Saniflow | Baby Changing Station | Saniflow | Saniflow - 5-17-21 - Google Sl... | +

saniflowcorp.com/facilities-managers/

saniflow
a medline company

FREE GUIDE


10 Problems Solved for Facilities Managers

As the "MacGuyver" in charge of keeping all systems running smoothly, you need to:

- ✓ Eliminate downtime with reliable equipment
- ✓ Improve efficiency and cost-effectiveness
- ✓ Easy installation & on-site training

And when it comes to your commercial washrooms, they've got to be eco-friendly, energy-efficient, and incorporate hygienic technology.

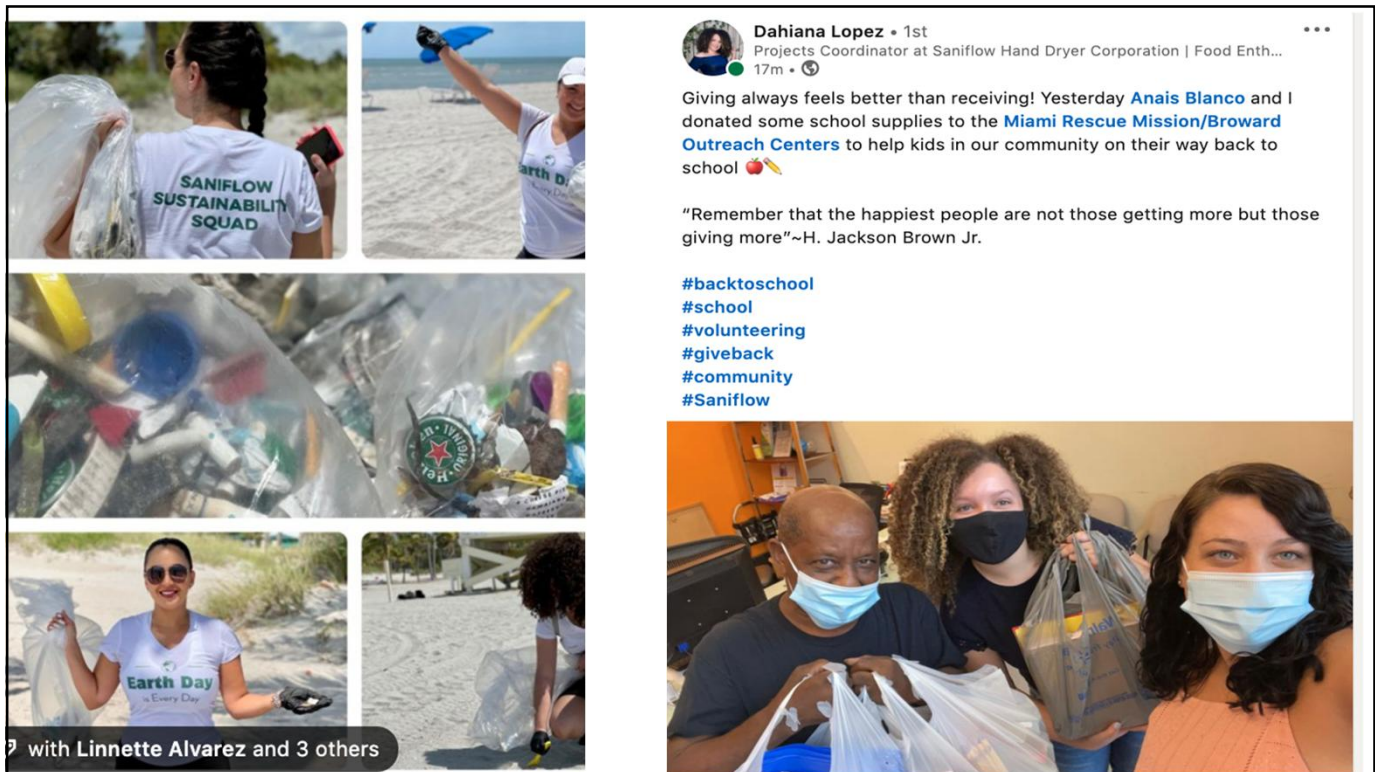
Your problems solved here! Download your free guide and make one part of your "adventure" easier and more efficient.



[DOWNLOAD FREE GUIDE](#)

42

42



43



44

Focus on making a difference

Nobody cares about your product, service or solution.

That's the hardest thing for sellers to realize.

All they care about is the difference you can make for their organization.

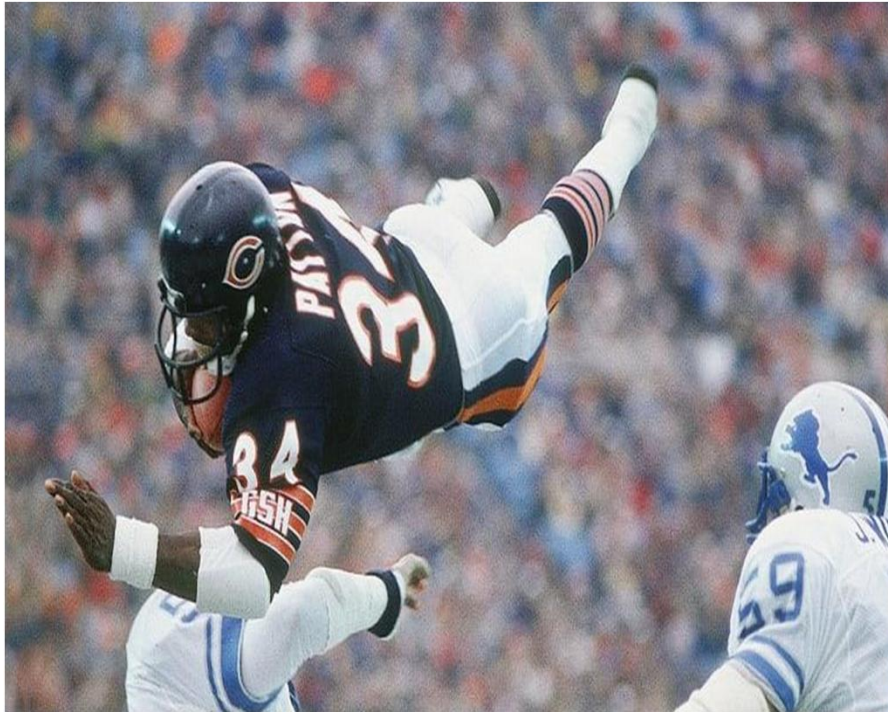
45

45



46

46



47

47

SWEETNESS

"NEVER DIE EASY"

48

48

B2Btail
Manufacturing Ecommerce Success

Registration Closes January 28, 2022
Launching February 1, 2022 at 12:00 PM EST

Do-It-With-You (DWY)

eCommerce & Digital Sales Training Sessions

4 - 90 Minute Training Sessions
Plus
4 - 60 Minute Hands-on Work Sessions



49

49

1. DISCOVER YOUR SOULMATE
2. MAKE A GREAT 1ST WEBPRESSION
3. DOMINATE SEARCH
4. GET OFFENSIVE

50

50

ENGINEERING ELSA



51

51



FREE SHIPPING
ON GROUND STRAP
ORDERS OVER \$25

[Home](#) [Our Blog](#) [Contact Us](#) [My Account](#) [Cart](#)

PROUDLY MANUFACTURED &
ASSEMBLED IN THE **USA**

716-665-4176

[Ground Strap](#)

[Wire Harness Assembly](#)

[Commercial Power Strips](#)

[Shop Our Products](#)

RECEIVE AN INSTANT GROUND STRAP QUOTE

Build Your Own Custom Ground Strap

No RFQ Wait Time * Takes 60 Seconds or Less

- Buy Manufacturer Direct! NO Middleman! NO Additional Markups!
- Made in the USA Since 1985
- Wide Variety of Lengths and Sizes
- Lifetime Manufacturer Product Warranty!

Get A Quote FAST!

52

52

User name: [REDACTED]
 User email: [REDACTED]
 User Company: Virgin Hyperloop One
 User comment:
 Here is the breakdown of his choices:

Ground Straps

SKU#	Description	Unit Price	Quantity	Price
------	-------------	------------	----------	-------

1258DB1		\$2.11	70	\$147.93
---------	-----------------------------------------------------------------------------------	--------	----	----------

RoHS: Yes

Width: 1/4"

Length: 8 in

Side A: .250" stud Ring

Side B: #8 stud Ring

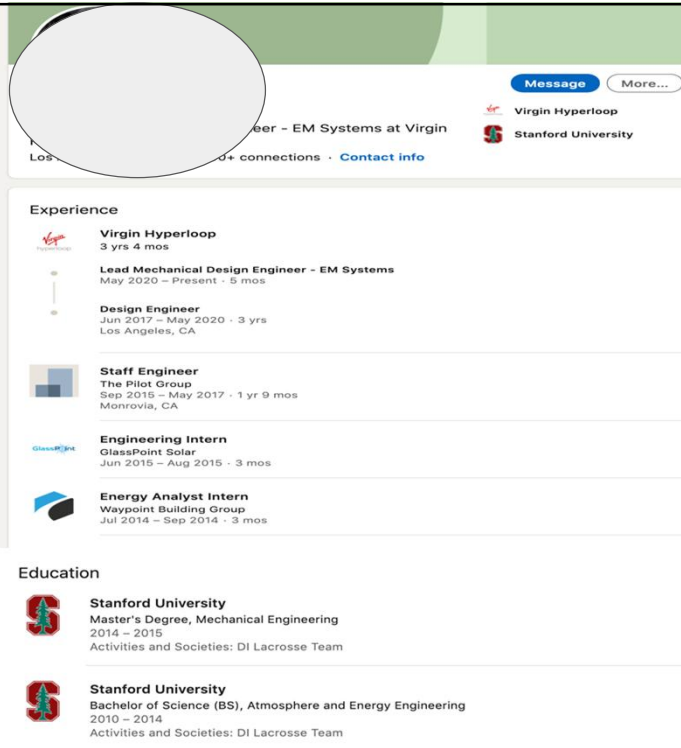
Orientation: 

Total price: \$

[PLACE ORDER NOW](#)

53

53



Message **More...**

Virgin Hyperloop
Stanford University

Experience

- Virgin Hyperloop**
 3 yrs 4 mos
Lead Mechanical Design Engineer - EM Systems
 May 2020 – Present · 5 mos
- Design Engineer**
 Jun 2017 – May 2020 · 3 yrs
 Los Angeles, CA
- Staff Engineer**
 The Pilot Group
 Sep 2015 – May 2017 · 1 yr 9 mos
 Menlo Park, CA
- Engineering Intern**
 GlassPoint Solar
 Jun 2015 – Aug 2015 · 3 mos
- Energy Analyst Intern**
 Waypoint Building Group
 Jul 2014 – Sep 2014 · 3 mos

Education

- Stanford University**
 Master's Degree, Mechanical Engineering
 2014 – 2015
 Activities and Societies: DI Lacrosse Team
- Stanford University**
 Bachelor of Science (BS), Atmosphere and Energy Engineering
 2010 – 2014
 Activities and Societies: DI Lacrosse Team

54

54

User Company: SpaceX


User te [REDACTED]

User comment:

Here is the breakdown of his choices:

Ground Straps

SKU#	Description	Unit Price	Quantity
1253AH1	[REDACTED]	[REDACTED]	[REDACTED]




RoHS: Yes

Width: 1/4"

Length: 3 in

Side A: #8 stud Ring

Side B: #10 stud Ring

Orientation: 

Total price [REDACTED]

PLACE ORDER NOW

U [REDACTED]

Us [REDACTED]@spacex.com

User [REDACTED]

User comment: Would you also be able to include quantities up to 20,000? Thank you.

Requested parts compiled SKU:

1256HH1 — 1000 pcs.

Full description:

RoHS: true

Wire type: wir0398

Wire length: 6

Terminals left: 10

Terminals right: 10

Terminals orientation: 1

55

55

I am looking to quote 2 ground straps for our Ford Kits. The current details are as listed below. Attached are the pdf. Files.

Part # [REDACTED]

Customer: Ford

Program [REDACTED]

EAU: 90,000-100,000 annual

56

56



57

Make a Buying Decision On Friday Midnight




58

58

MAKE IT AS EASY AS POSSIBLE TO DO BUSINESS WITH YOU!

59

59



8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

~~\$3.02~~ • \$2.72

Your Quantity Discout Price: **\$2.72**

- 1 +

Add to cart

SKU: 1/2-01-008 Categories: Braided Ground Straps, Shop Our Products Tags: Bonding Straps, Braided Ground Straps, electrical ground straps, Ground Strap, Ground Straps, heavy duty ground straps

Description

Specs

Video

Amazon Reviews

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

Searching for 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)?

Great! You landed on the right place.

Braided Ground Straps are heavy duty and corrosion resistant. The tinned copper braided wire offers durability, flexibility and maximum conductivity. Braided strands within each strap are woven and rolled flat to a 1/2" width.

Each end is terminated with a solder dipped ring terminal. Terminals are infused with RoHS solder to improve performance and tensile strength. This particular Braided Ground Strap connects a 1/4" ring terminal to a 1/4" ring terminal.

Any Size for Any Job!

60

60

BREAKING IT DOWN



8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

~~\$3.02~~ - \$2.72

Your Quantity Discount Price:

\$2.72

- 1 +

Add to cart

SKU: 1/2-01-008 Categories: Braided Ground Straps, Shop Our Products Tags: Bonding Straps, Braided Ground Straps, electrical ground straps, Ground Strap, Ground Straps, heavy duty ground straps

Description

Specs

Video

Amazon Reviews

Description

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

Searching for 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)?

Great! You landed on the right place.

Braided Ground Straps are heavy duty and corrosion resistant. The tinned copper braided wire offers durability, flexibility and maximum conductivity. Braided strands within each strap are woven and rolled flat to a 1/2" width.

Each end is terminated with a solder dipped ring terminal. Terminals are infused with RoHS solder to improve performance and tensile strength. This particular Braided Ground Strap connects a 1/4" ring terminal to a 1/4" ring terminal.

Any Size for Any Job!

61

61

Description

Specs

Video

Amazon Reviews

Specs

SKU: 1/2-01-008

Width: 1/2"

Length: 8"

Termination: 1/4" Ring Terminal connect to 1/4" Ring Terminal

AWG Size: 10

Construction: 48-8-36

Nom. Circular Area (Mils): 9600

Nom. Flat Width (in): 1/4

Nom. Thick. (in): 0.030

Amps: 53

Cond. Material: Tinned Copper

RoHS Compliant

Assembled in USA

Custom Sizes Available: Go to Instant Ground Strap Quotebuilder

Note: Braided Grounding Straps are not recommended for constant current carrying applications.

Description: 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

62

62

Description Specs Video Amazon Reviews

Video

Length measurement is Braid length only.

63

63

VIDEOS ON VIMEO

YUSU LinkedIn 202 x YUSU eCommerce 202 x 1,000+ Free Me & Sp x Ad groups - 691-050 x 8" x 1/2" Braided Gro x VoiceGift | Voice Expi x GS4_12_12_Qtr on Vime x

vimeo.com/391242673

vimeo Features Resources Watch Manage Videos Upgrade Search videos, people, and more

GS4_12_12_Qtr

Like Follow Share

0 0 0 0 0 0

Download Share

First, let's discuss the purpose of Ground Straps (also referred to as Grounding Straps).

Do Braided Ground Straps play a critical role with the safety of electrical devices, equipment, and people? Absolutely!

A ground strap protects you, the people around you and even your investments from electrostatic discharge (ESD).

Ground Straps are produced with a tinned copper braid wire terminated with metal connectors.

The braided wires are comprised of small strands of wires braided together. These braided wires provide the strength and toughness to handle rugged jobs. Yet, braided wires also serve as the conductor of choice due to its flexible use.

Tinned copper braids offer many benefits including excellent conductivity, resistance to corrosion as well as easy to solder for enhanced durability.

To learn more, check out "Ground Straps: The Official Ground Strap Resource Guide":
falconerelectronics.com/ground-straps/
falconerelectronics.com/buy-ground-straps/

Comments are disabled.

GS4_12_12_Half
Falconer Electronics

GS20_14_14_Qtr
Falconer Electronics

GS20_14_14_Half
Falconer Electronics

GS20_14_12_Qtr
Falconer Electronics

GS20_14_12_Half
Falconer Electronics

GS20_12_12_Qtr
Falconer Electronics

GS20_12_12_Half
Falconer Electronics

64

64

Amazon Reviews

What our customers say

amazon Rating
4.6 ★★★★★
121 reviews

[WRITE A REVIEW](#)

Joe Stangler
★★★★★ March 1
Cheapest price found
Exactly as advertised [Read more](#)
Posted on [Amazon](#)

George Abid
★★★★★ August 28, 2020
NICE STRAPS
JUST WHAT YOU NEED FOR A GOOD GROUND WIRE [Read more](#)
Posted on [Amazon](#)

65

65

amazon prime Deliver to Damon Edmonds 98026 All

KSaAuto H8 Pair AM/FM Radio Antenna for Harley Davidson... ★★★★★ 444 \$23.99 ✓prime

Back to results

12" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)-3pcs
Brand: Falconer Electronics
★★★★★ 157 ratings
Amazon's Choice for "ground straps for cars"

Price: **\$13.19** ✓prime & FREE Returns
Get \$100 off instantly: Pay \$0.00 upon approval for the Amazon Prime Store Card.

- Made in USA
- Tinned Copper
- 10 Gauge AWG
- 53 Amps
- Flat Width 1/2"

[See more product details](#)

[Report incorrect product information.](#)

\$13.19
✓prime & FREE Returns
FREE delivery: **Tuesday, July 20**
Order within 3 hrs and 16 mins
[Details](#)

Deliver to Damon - Edmonds 98026

In Stock.
Qty: 1

[Add to Cart](#)
[Buy Now](#)

Secure transaction
Ships from Amazon
Sold by Falconer Electronics, Inc

Return policy: **This item is returnable**
☐ Add a gift receipt for easy returns

[Add to List](#)

66

66

amazon prime Deliver to Damon Edmonds 98026 All

KSaAuto H8 Pair AM/FM Radio Antenna for Harley Davidson... ★★★★★ 444 \$23.99 ✓prime

Back to results

12" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)-3pcs
Brand: Falconer Electronics
★★★★★ 157 ratings
Amazon's Choice for "ground straps for cars"

Price: **\$13.19** ✓prime & FREE Returns
Get \$100 off instantly: Pay \$0.00 upon approval for the Amazon Prime Store Card.

- Made in USA
- Tinned Copper
- 10 Gauge AWG
- 53 Amps
- Flat Width 1/2"

See more product details

Report incorrect product information.

CAMWAY Single Ear Stepless Hose Clamp Crimper with 100pcs Single Ear Hose...
★★★★★ 38 \$21.99 ✓prime

\$13.19
✓prime & FREE Returns
FREE delivery: **Tuesday, July 20**
Order within 3 hrs and 16 mins
Details

Deliver to Damon - Edmonds 98026

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by Falconer Electronics, Inc

Return policy: This item is returnable
☐ Add a gift receipt for easy returns

Add to List 67

67

Google ground straps

All Shopping Images Videos News More Tools

About 64,900,000 results (0.53 seconds)

Ground Strap

Ground Straps are produced with a **tinned copper braid wire terminated with metal connectors**. The braided wires are comprised of small strands of wires braided together. ... Yet, braided wires also serve as the conductor of choice due to its flexible use.

<https://falconerelectronics.com> > ground-straps

The Official Ground Strap Resource Guide - Falconer Electronics

68

<https://www.amazon.com> > Vehicle-Grounding-Straps

Vehicle Grounding Straps - Amazon.com



Results 1 - 48 of 423 — 11.8" Universal Automotive Heavy Duty Engine Braided Copper **Ground Strap** (Pack of 5). 4.5 out of 5 stars 40.

You've visited this page 4 times. Last visit: 9/29/21

<https://www.amazon.com> > ground-straps > k=ground+...

ground straps - Amazon.com

Results 17 - 32 of 20000+ — Amazon.com: **ground straps**. ... 3pcs 20" x 1/2" Braided **Ground Straps**, Motoparty Tinned Copper **ground strap** automotive with 1/2" Ring ...

<https://www.fastenal.com> > fleet-batteries-and-accessories

Grounding Straps | Fastenal

Grounding **straps** are braided lug-to-lug and used to **ground** batteries.

<https://www.summitracing.com> > search > part-type > g...

Ground Straps - Free Shipping on Orders Over \$99 at Summit ...



Results 1 - 25 of 211 — Find **Ground Straps** and get Free Shipping on Orders Over \$99 at Summit Racing!

69


69

3 out of 8 Results


<p>Sponsored</p> <p>7PCS Bare Copper Bonding Strap/Earth Braided Copper Strap/Engine Grounding Strap with Lugs /12" length x 0.5" width</p> <p>★★★★★ ~ 4</p> <p>\$31⁹⁹</p> <p>✓prime FREE Delivery Mon, Aug 9</p> <p>Only 16 left in stock - order soon.</p>	<p>Gates 90330 Anti Static Rubber Strap, 25" Length x 1-1/16" Width</p> <p>★★★★★ ~ 367</p> <p>\$61⁴ \$8.79</p> <p>✓prime FREE Delivery Mon, Aug 9</p>	<p>Dorman 60213 15 In. Universal Ground Strap</p> <p>★★★★★ ~ 502</p> <p>\$5⁹⁹ \$6.09</p> <p>✓prime FREE Delivery Mon, Aug 9</p> <p>More Buying Choices \$4.56 (24 new offers)</p>	<p>12" x 1/2" Braided Ground Straps (1/2" Ring to 1/2" Ring)-3pcs</p> <p>★★★★★ ~ 29</p> <p>\$14¹²</p> <p>✓prime FREE Delivery Mon, Aug 9</p> <p>Only 5 left in stock - order soon.</p>
<p>24" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)-3pcs</p> <p>★★★★★ ~ 28</p>	<p>8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)-5pcs</p> <p>★★★★★ ~ 122</p>	<p>ACDelco Professional EGS18 Engine Ground Strap</p> <p>★★★★★ ~ 156</p>	<p>Flat Braided Bare Copper Grounding Strap with Squar Lugs/Flexible Braided Copper</p>

70


70




12" x 1/2" Braided Ground Straps (1/2" Ring to 1/2" Ring)-3pcs
 ★★★★★ ~ 29
\$14¹²
 ✓prime FREE Delivery Fri, Aug 13
 Only 2 left in stock - order soon.



4" x 1/4" Braided Ground Straps (1/4" Ring to 1/4" Ring)-5pcs
 ★★★★★ ~ 10
\$14⁵⁰
 ✓prime FREE Delivery Wed, Aug 11




Gates 90330 Anti Static Rubber Strap, 25" Length x 1-1/16" Width
 ★★★★★ ~ 367
\$6¹⁴ ~~\$8.79~~
 ✓prime FREE One-Day
 Get it Tomorrow, Aug 10



16" x 1/2" Braided Ground Straps (1/2" Ring to 1/2" Ring)-3pcs
 ★★★★★ ~ 7

71



Menu

ground straps

X

Q

Help

Sign In

Cart


☐ Leaf Blower Shoulder Strap (2)
☐ Toe Grounding Strap (2)
☐ Bike Rack Support Strap (1)
[SEE ALL](#)

Availability


Type

Gauge


Fits Brand




FALCONER ELECTRONICS 16" x 1/4" Braided Ground Straps (1/2" Ring to 1/2" Ring), 5PK
 Zoro # G9351481
 Mfr # 1/4-03-016-5



FALCONER ELECTRONICS 12" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring), 5PK
 Zoro # G9350949
 Mfr # 1/2-01-012-5



FALCONER ELECTRONICS 4" x 1/2" Braided Ground Straps (1/2" Ring to 1/2" Ring), 5PK
 Zoro # G9351929
 Mfr # 1/2-03-004-5



FALCONER ELECTRONICS 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring), 5PK
 Zoro # G9351962
 Mfr # 1/2-01-008-5

72

PURCHASE ORDER
ZORO TOOLS, INC.

Order #:
Customer Order #:
Release #:
PO Type:
Contract #:
Purchasing Contact:
Currency:
Third Party Reference #:

Ship To:
Location ID: 02
Northrop Grumman Systems
Corp.

Bill To/Ordered By:
Location ID:
Zoro Tools, Inc.

Vendor:
Factory:

PO Date:
09/08/2021

Requested Delivery Date:

Requested Ship Date:
09/08/2021

Cancel Date:

Delivery Window:

Shipping Window:

Vendor #:
109662563

Department #:

Preferred Carrier:
(Default) Shipping

Terms Type	Terms Basis:	Terms Disc %:	Disc. Due Date:	Disc. Days:	Net Due Date:	Net Days:	Description:
							Z Net 30

LINE	SKU	VENDOR PN	UPC/GTIN	DESCRIPTION LINE ITEM COMMENTS	MARKS AND NUMBERS	UNIT COST/ RETAIL PRICE	QTY	UOM	ITEM TOTAL
1	G9352181	Vendors (Sellers) Item Number: 1/2-01-008-50		Product: 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring), 50 Requested Ship: 09/09/2021		Unit Price: 106.00	20.0	Package	2,120.00
1	# of Line Items					Merchandise Total	20		2,120.00

73

73

Search 8" Ground Straps

8" ground straps

<https://www.amazon.com/Braided-Ground-Straps-Rin...>
Amazon.com: 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring), 50pcs: Car Electronics
★★★★★ Rating: 4.6 · 121 reviews · \$18.15 · In stock

<https://www.amazon.com/Braided-Ground-Straps-Rin...>
8" x 1/4" Braided Ground Straps (1/4" Ring to 1/4" Ring), 50pcs: Amplifier Installation - Amazon.com
Buy 8" x 1/4" Braided Ground Straps (1/4" Ring to 1/4" Ring)-50pcs: Amplifier Installation - Amazon.com ✓ FREE DELIVERY possible on eligible purchases.
★★★★★ Rating: 4.9 · 12 reviews · \$16.50 · In stock

People also ask

- How long can a ground strap be?
- Do vehicle ground straps work?
- What does an engine ground strap do?
- Where do you put ground straps?

<https://www.grainger.com/product/QUICKCABLE-...>
QUICKCABLE Ground Strap Braided, 8 In - 5LNJ6[7408-396 ...
Looking for Ground Strap Braided, 8 In? Find it at Grainger.com®. With over 1.6M products and 24/7 customer service we have supplies and solutions for every ...

<https://www.walmart.com/8-x-1-2-Braided-Ground-St...>
8" x 1/2" Braided Ground Straps (1/2" Ring to 1/2" Ring) - Walmart
Braided Ground Straps manufactured at Falconer Electronics are heavy duty and corrosion

<https://falconerelectronics.com/product/new-8-x-1-4...>
8" x 1/4" Braided Ground Straps (1/4" Ring to 1/4" Ring)
8" x 1/4" Braided Ground Straps (1/4" Ring to 1/4" Ring): Buy manufacturer direct and enjoy great savings. Ground Straps are heavy duty & corrosion resistant.

<https://falconerelectronics.com/ground-straps>
Ground Straps: The Official Ground Strap Resource Guide
The selection of Braided Ground Straps measures 1/4" or 1/2" in width. Options for lengths include 4", 8", 12", 16", 20" or 24" which seem to fit most customer ...

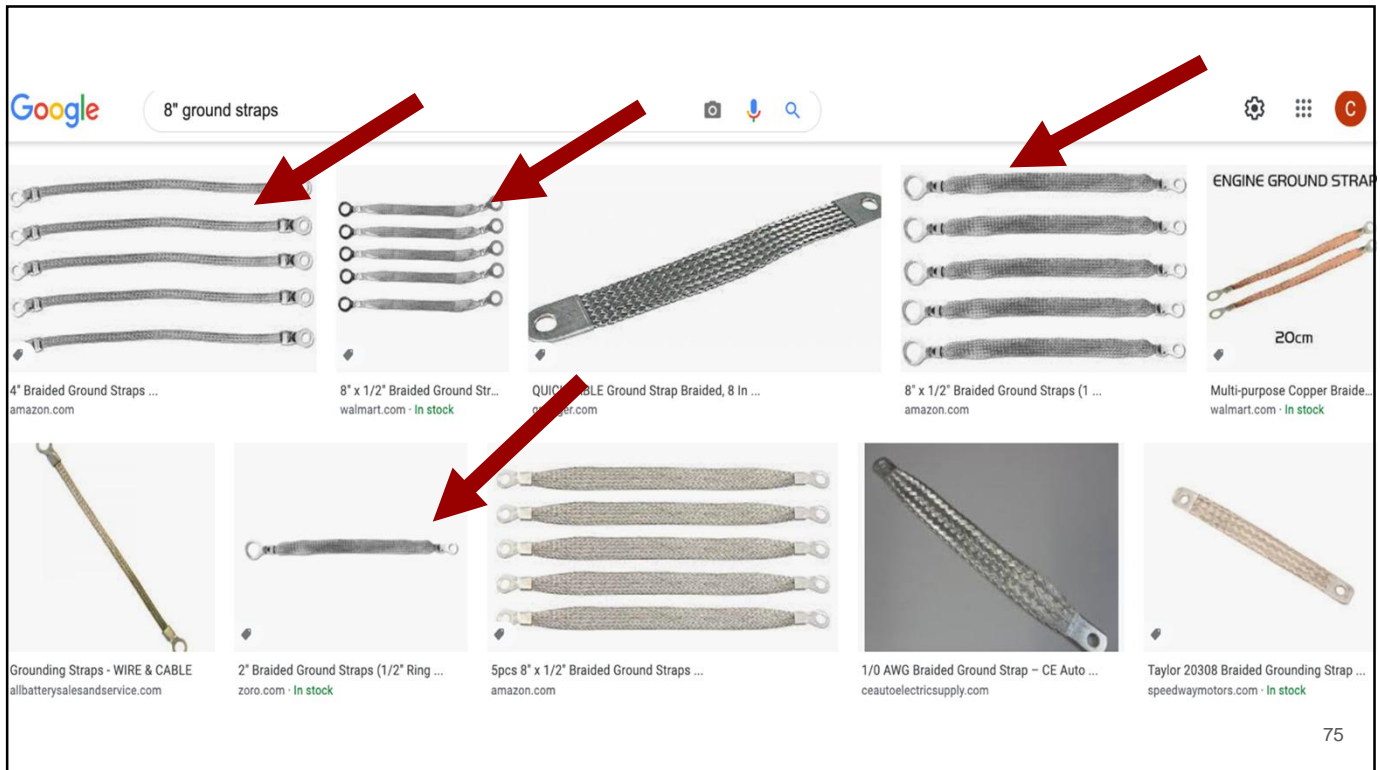
<https://www.mcmaster.com/grounding-straps>
Grounding Straps | McMaster-Carr
Choose from our selection of grounding braid, static control wrist straps, EMI-reducing grounding ribbon, ... 2/0, 1 1/8", 9/32", Tin-Plated Copper, ...

<https://www.stahlmetall.com/collections/ground-straps>
Ground Straps - Stahl Metall Engineering
Stahl Metall is Specialized in Custom Braided and 0 AWG Ground / Battery Straps. i.e. MIL-DTL Spec, 316 Stainless Steel Braid, Tinned Copper Battery Straps, ...

Images for 8" ground straps

mil dtl dtl 83413 tinned copper bare copper

74



75


Let's Go Under the SEO Hood



76

76

77



8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

~~\$3.02~~ • \$2.72

Your Quantity Discout Price: \$2.72

- 1 +

Add to cart

SKU: 1/2-01-008 Categories: Braided Ground Straps, Shop Our Products Tags: Bonding Straps, Braided Ground Straps, electrical ground straps, Ground Strap, Ground Straps, heavy duty ground straps

Description

Specs

Video

Amazon Reviews

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

Searching for 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)?

Great! You landed on the right place.

Braided Ground Straps are heavy duty and corrosion resistant. The tinned copper braided wire offers durability, flexibility and maximum conductivity. Braided strands within each strap are woven and rolled flat to a 1/2" width.

Each end is terminated with a solder dipped ring terminal. Terminals are infused with RoHS solder to improve performance and tensile strength. This particular Braided Ground Strap connects a 1/4" ring terminal to a 1/4" ring terminal.

Any Size for Any Job!

77

Add Media
Add Content Block
VFB Pro

Visual
Text

Heading 2
B
I
List
Link
Image
Table
Quote
Code

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)

Searching for 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring)?

Great! You landed on the right place.

Braided Ground Straps are heavy duty and corrosion resistant. The tinned copper braided wire offers durability, flexibility and maximum conductivity. Braided strands within each strap are woven and rolled flat to a 1/2" width.

Each end is terminated with a solder dipped ring terminal. Terminals are infused with RoHS solder to improve performance and tensile strength. This particular Braided Ground Strap connects a 1/4" ring terminal to a 1/4" ring terminal.

Any Size for Any Job!

Falconer Electronics offers a wide selection of Braided Ground Straps.

We like to tell our customers, "Any Size for Any Job!"

Stock lengths include [4](#), [8](#), [12](#), [16](#), [20](#) and [24](#) inches.

Custom Ground Strap Instant Quote Program

Looking for a custom Ground Strap to fit your project?

We are happy to help!

Check out the Falconer Electronics [GROUND STRAP INSTANT QUOTE BUILDER](#)

Visibility: Public
Edit

Published on: May 16, 2019 at 13:23
Edit

Readability: Good
SEO: Good

Catalog visibility: Shop and search results
Edit

Copy to a new draft
Move to Trash
Update

Product categories

All categories
Most Used

- ☒ Braided Ground Straps Primary
- ☐ Featured Products
- ☐ Ground Strap | Multi Packs | FREE SHIPPING
- ☐ Magnetic Pickup Tool
- ☐ Commercial Power Strips
- ☐ Industrial Magnets
- ☐ Job Site Lights


[+ Add new category](#)

Product tags

Add
78

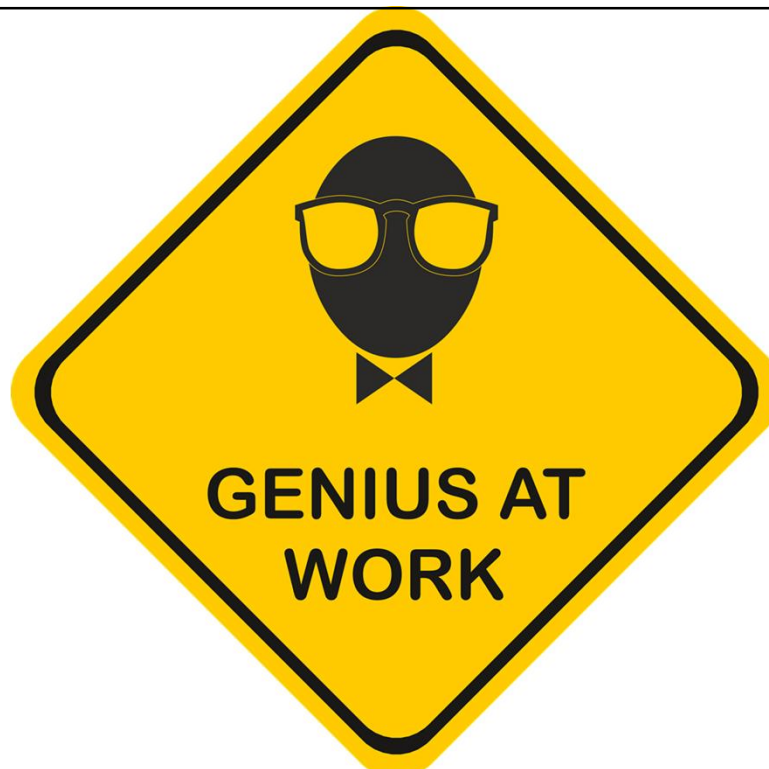
78

SEO YOAST

- Good results (10)
- [Outbound links](#): Good job!
 - [Internal links](#): You have enough internal links. Good job!
 - [Keyphrase in introduction](#): Well done!
 - [Keyphrase density](#): The focus keyphrase was found 2 times. This is great! 
 - [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
 - [Meta description length](#): Well done!
 - [Previously used keyphrase](#): You've not used this keyphrase before, very good.
 - [Keyphrase in subheading](#): 1 of your H2 and H3 subheadings reflects the topic of your copy. Good job!
 - [Image alt attributes](#): Good job!
 - [Text length](#): The text contains 327 words. Good job!
 - [Keyphrase in title](#): The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
 - [SEO title width](#): Good job!
 - [Keyphrase in slug](#): More than half of your keyphrase appears in the slug. That's great!

79

79



80

80

Google preview

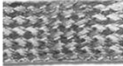
Preview as:

☒ Mobile result
 ☐ Desktop result

falconerelectronics.com › new-8-x-1-2-braided-ground...

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring) * Made in USA

May 16, 2019 · 8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring): Buy Heavy Duty Ground Straps Manufacturer Direct & Enjoy Great Savings



SEO title

Insert variable

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring) * Made in USA

Slug

new-8-x-1-2-braided-ground-straps-1-4-ring-to-1-4-ring

Meta description

Insert variable

8" x 1/2" Braided Ground Straps (1/4" Ring to 1/4" Ring): Buy Heavy Duty Ground Straps Manufacturer Direct & Enjoy Great Savings

81

81

Tag Images

ATTACHMENT DETAILS

1-2-01-008-Fixed-1-scaled.jpg

June 27, 2019

279 KB

2048 by 234 pixels

[Edit Image](#)
[Delete permanently](#)

Alt Text

8" x 1/2" Braided Ground :

[Describe the purpose of the image.](#)
Leave empty if the image is purely decorative.

Title

1-2-01-008 (Fixed) (1)

Caption

Braided Ground Straps * Made in USA

Description

Braided Ground Straps are heavy duty and corrosion resistant. The

File URL:

https://falconerelectronic:

Copy URL to clipboard

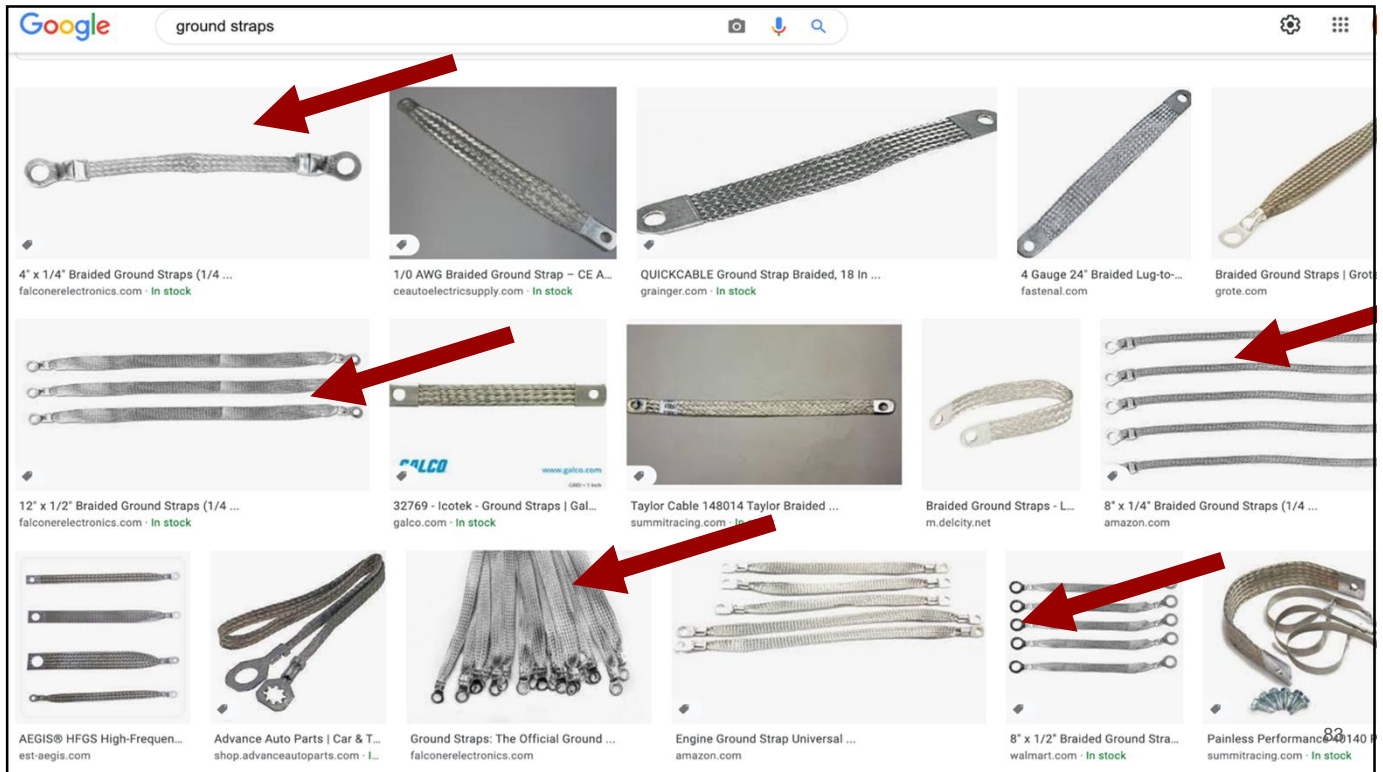
Required fields are marked *

Set product image

82

82

41



83




84

84

electrical ground straps

The purpose of ground straps is **to protect individuals and equipment by serving as that safe path to grounding a live current.** Ground Straps prevent electrical damage which occurs with a short circuit or surge. In the instance of a short circuit or surge, the electricity needs to go somewhere.



<https://falconerelectronics.com/ground-straps>

Ground Straps: The Official Ground Strap Resource Guide

About featured snippets • Feedback

People also ask

- What does ground strap mean?
- How do I know if my ground strap is bad?
- Where do you put ground straps?
- Why are engine ground straps braided?

Feedback

<https://www.amazon.com/Vehicle-Grounding-Straps>

Vehicle Grounding Straps - Amazon.com

Results 1 - 48 of 197 — Amazon.com: Vehicle Grounding Straps. ... Heat Shrink Tubes Wire Wrap, Ratio 2:1 Electrical Cable Sleeve Assortment with Storage Case ...

<https://www.fastenal.com/fleet-batteries-and-accessories>

Grounding Straps | Fastenal

85

GROUND STRAPS: THE OFFICIAL GROUND STRAP RESOURCE GUIDE



Researching Ground Straps? Well, you have come to the right place.

As a Ground Strap Manufacturer since 1985, we have a saying when it comes to Ground Straps: **When in Doubt – Ground It!**

We love keeping our customers grounded. Ground Straps keep you and your customers from harm's way.

That is why we take such pride in the products we produce.

86

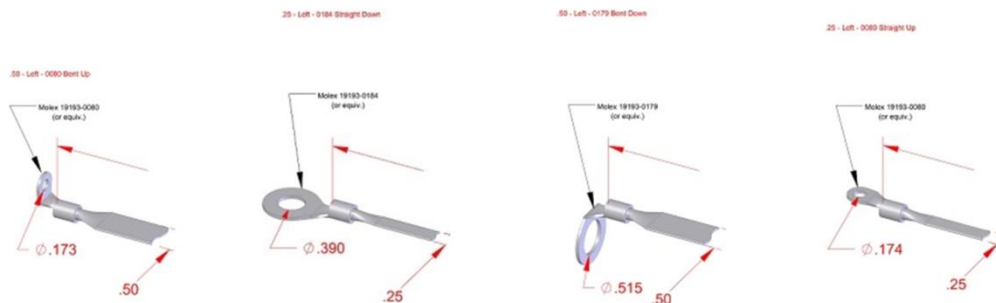
86

LET'S GET STARTED WITH YOUR GROUND STRAP QUOTE

Get Started Fast! →

At Falconer Electronics, we manufacture thousands upon thousands of Braided Ground Straps for all sorts of amazing customers.

Below includes several examples as you continue researching which size works best for you:



87

87

Check out this video to learn more about the Falconer Electronics Instant Ground Strap QuoteBuilder:

The screenshot shows the Falconer Electronics Instant Ground Strap QuoteBuilder interface. At the top, there is a navigation bar with links: Home, Our Blog, Contact Us, My Account, and Cart. The company logo "FALCONER ELECTRONICS, INC." and a "PROUDLY MANUFACTURING IN THE USA SINCE 1985" badge are displayed. A search bar and the phone number "716-665-4176" are also present.

The main content area is titled "WHAT SIZE WOULD YOU LIKE YOUR GROUND STRAP?". It includes a video player showing a play button. Below the video, there are two steps:

- Step 2 - How Wide Would You Like The Ground Strap?** with options for 1/2" and 1/4".
- Step 3 - How Long Would Like The Ground Strap (inches)?** with a text input field.

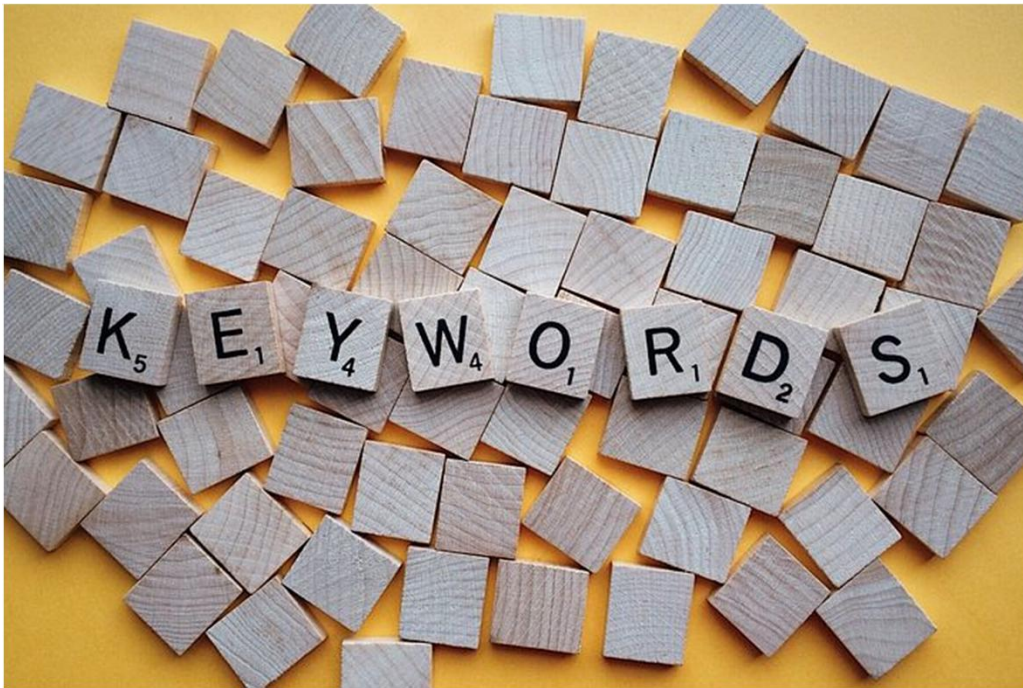
Navigation buttons "Back" and "Next" are provided. To the right, a "Quote Summary" section lists the following steps:

- Step 1 - RoHS
- Step 2 - Width
- Step 3 - Length
- Step 4 - Select Terminal A
- Step 5 - Select Terminal B
- Step 6 - Orientation
- Step 7 - Quantity

The footer contains contact information for Falconer Electronics Inc. (421 West Everett St., Falconer NY 14733, Tel: 716-665-4176, info@falconerelectronics.com) and a "Custom Wire Harness Estimator" section with links: About Us, Cart, My Account, and Shipping Policy. A "RECENT POSTS" section lists several articles.

88

88



89

89

**Keyword research is simply understanding
what people are asking**

and then...

Depositing yourself into the conversation

90

90

Shoes
Running Shoes
Pink Running Shoes
Pink Nike Running Shoes
Pink Running Shoes with Purple Shoelaces



91

91

Google



Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

92

92

pink running shoes United States English Google Jul 2020 – Jun 2021

Broaden your search: + pink running + neutral running shoes + pink nike free run + pink fashion sneakers + running shoes + st

Exclude adult ideas ADD FILTER 1,179 keyword ideas available Keyword view

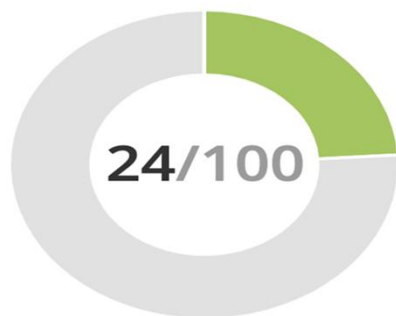
Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account st
pink running shoes	2,400	High	–	\$0.85	\$2.60	
Keyword ideas						
pink vapormax flyknit	1,600	High	–	\$0.47	\$1.20	
nike revolution 5 pink	210	High	–	–	–	
pink vapormax flyknit 3	880	High	–	\$0.48	\$1.42	
pink asics	720	High	–	\$0.51	\$0.87	
vapormax flyknit 3 pink	880	High	–	\$0.46	\$1.54	
pink nike running shoes	1,600	High	–	\$0.35	\$2.59	
vapormax flyknit pink	880	High	–	\$0.47	\$1.46	
pink flyknit vapormax	590	High	–	\$0.55	\$1.07	
women's nike air max torch 4	2,900	High	–	\$0.45	\$1.12	
hot pink running shoes	720	High	–	\$0.88	\$2.56	

93

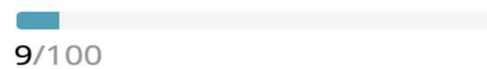
93

DOMAIN AUTHORITY

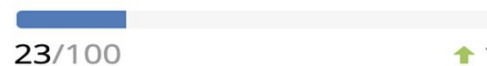
Domain Authority



Trust Flow Score



Citation Flow Score



Link Count



Linking Domains



94

94

HIGH DA BACKLINKS

<input type="checkbox"/> Site/Directory	Date Identified	Citation Authority	Citation Value	Site Type	Free/Paid	Status	Action
<input type="checkbox"/> linkedin.com	14th Jan 2021	98/100	Very High	Social Network	-		...
<input type="checkbox"/> facebook.com	14th Oct 2020	96/100	Very High	Social Network	Free		...
<input type="checkbox"/> cnn.com	14th Oct 2020	95/100	-	News / Content Site	-		...
<input type="checkbox"/> bloomberg.com	14th Oct 2020	94/100	Medium	News / Content Site	-		...
<input type="checkbox"/> businessinsider.com	14th Oct 2020	94/100	Very High	News / Content Site	-		...
<input type="checkbox"/> google.com	14th Oct 2020	94/100	Very High	Local Directory	Free		...
<input type="checkbox"/> bing.com	14th Oct 2020	93/100	Very High	News / Content Site	Free		...
<input type="checkbox"/> yelp.com	14th Oct 2020	93/100	Very High	General Directory	Free		...
<input type="checkbox"/> prnewswire.com	14th Oct 2020	92/100	High	News / Content Site	-		...
<input type="checkbox"/> bizjournals.com	14th Oct 2020	91/100	High	News / Content Site	-		...
<input type="checkbox"/> yahoo.com	14th Oct 2020	90/100	Very High	General Directory	Free		...
<input type="checkbox"/> mapquest.com	14th Oct 2020	89/100	Very High	General Directory	Free		...
<input type="checkbox"/> yellowpages.com	14th Oct 2020	87/100	Very High	General Directory	Free		...
<input type="checkbox"/> benzinga.com	14th Feb 2021	84/100	Low	News / Content Site	-		...
<input type="checkbox"/> manta.com	5th Jan 2021	80/100	Very High	General Directory	Free		...
<input type="checkbox"/> tomtom.com	5th Jan 2021	80/100	High	General Directory	Free		...

95


95



96

96

4" x 1/4" Braided Ground Straps (1/2" Ring to 1/4" Ring)



GS4 14 12 Qtr
19 views · Feb 13, 2020

0
 0
 SHARE
 SAVE
 ...

Falconer Electronics inc
7 subscribers
 SUBSCRIBE

97

19 views · Feb 13, 2020

Falconer Electronics inc
7 subscribers
 SUBSCRIBE

First, let's discuss the purpose of Ground Straps (also referred to as Grounding Straps).

Do Braided Ground Straps play a critical role with the safety of electrical devices, equipment, and people? Absolutely!

A ground strap protects you, the people around you and even your investments from electrostatic discharge (ESD).

Ground Straps are produced with a tinned copper braid wire terminated with metal connectors.

The braided wires are comprised of small strands of wires braided together. These braided wires provide the strength and toughness to handle rugged jobs. Yet, braided wires also serve as the conductor of choice due to its flexible use.

Tinned copper braids offer many benefits including excellent conductivity, resistance to corrosion as well as easy to solder for enhanced durability.

To learn more, check out "Ground Straps: The Official Ground Strap Resource Guide"
<https://falconerelectronics.com/groun...>
<https://falconerelectronics.com/produ...>

Please click the helpful links for more info:

- Ground Straps: The Official Buyers Resource Guide <https://falconerelectronics.com/groun...>
- Instant Ground Strap QuoteBuilder <https://falconerelectronics.com/insta...>

Finally, to learn about Wire Harness Assemblies, please click below:

- Instant Wire Harness Estimate <https://falconerelectronics.com/custo...>
- Wire Harness Manufacturing Terms, Tools, and Tips of the Trade <https://falconerelectronics.com/wire-...>

98

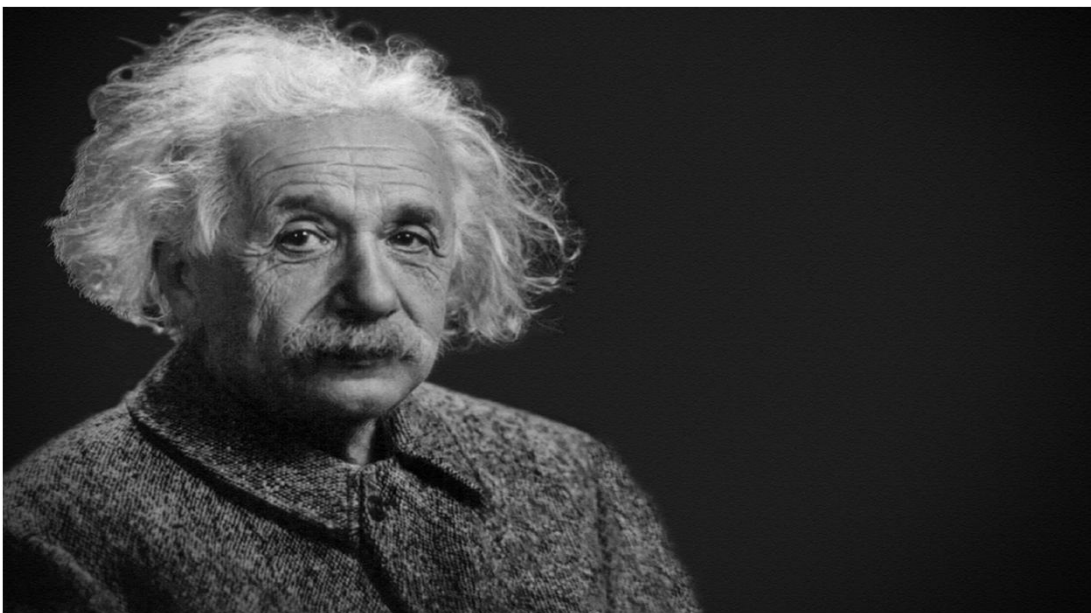
98

**MAKE IT AS EASY
AS POSSIBLE
TO DO BUSINESS
WITH YOU!**

99

99

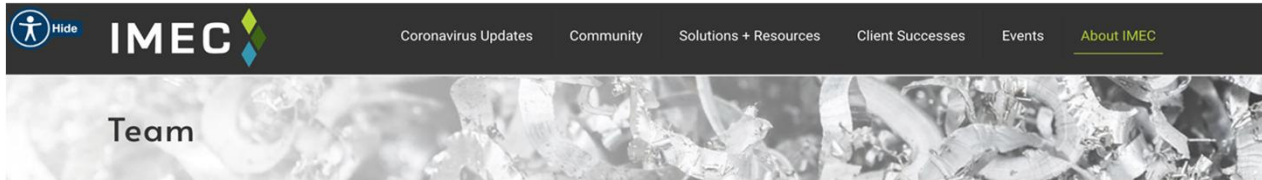
MAKE THEM FEEL LIKE...



100

100

THANK YOU!!!!



HERE TO HELP.

Meet your Team of Experts

Find your Local Contact, Learn about our Experience, Ask for Assistance

Client Engagement Team

For more assistance, choose your zip code below to identify and contact your regional manager.

01

101

THANK YOU EMILY!!!!



102

102

B2Btail
Manufacturing Ecommerce Success

Registration Closes January 28, 2022
Launching February 1, 2022 at 12:00 PM EST

Do-It-With-You (DWY)

eCommerce & Digital Sales Training Sessions

4 - 90 Minute Training Sessions
Plus
4 - 60 Minute Hands-on Work Sessions



103

103

CURT@B2BTAIL.com

FREE WEBSITE AUDIT

104

104