



TRA-SER

FOR ICT-LOW VOLTAGE DISTRIBUTORS

CURRENT ICT-LOW VOLTAGE DATA AVAILABLE ANYTIME ON THE INTERNET

Distributors in the Information & Communications Technology (ICT-Low Voltage) industry use our specialized parts pricing to increase sales. Containing thousands of telecommunications and audio/video parts, you can easily find alternatives when you're out of stock on an item so you don't lose the sale.

Close sales faster while increasing the volume. With expanded product descriptions,

even an ICT-Low Voltage distributor's most inexperienced employee can quickly locate the correct pricing needed to supply their customers. Our supply price lists are easily navigable so in-stock or not, staff can make sales while they have a customer on the phone.

Whether you need to be able to quote current prices, prepare submittals, research product information, find product alternatives, or create customized price lists for your best customers, TRA-SER® is the only tool you need. And, it's 100% Internet-based, so it requires no footprint on your PCs, all you need is a web browser to start using TRA-SER®.

Top Benefits

- ❑ **Sell More Non-Stock** – With our built-in cross-references, staff can easily find alternatives to serve customers' needs while increasing sales volume.
- ❑ **Detailed Product Data** – TRA-SER® includes prices, yes but also long descriptions, pictures, and manufacturer catalog pages.
- ❑ **Access over 300,000 items** from hundreds of manufacturers with current pricing you don't have to update

The screenshot shows the TRA-SER website with a search bar at the top. Below the search bar, there are sections for 'Product Showcase' featuring 'ANAMET Electrical, Inc.' and 'MINERALLAC COMPANY'. A 'Local INVENTORY' section is also visible. The 'Featured Manufacturers' section includes logos for Dolphin, Haydon, Lutron, Oldcastle, and WattStopper. A 'Copper Pricing' section displays a line graph showing price fluctuations over time, with a 'Daily Report' for New York on Thursday, February 25, 2016.

Search the database by commodity, manufacturer, or a host of other options

The 'Item Details for: C5782.30.01' page shows the following information:

- Manufacturer:** CAROL CABLE
- Mfr Brand:** CAROL PRODUCTS
- Name:** C5782.30.01
- Catalog No.:** C5782.30.01
- UPC:** 079407-74224
- GTIN:** 00079407742240
- TRA-SER PIK:** 122427730
- Product Name:** CABLE
- Description:** 1C/20 RG59/U CBL
- Commodity:** 08110 - Plenum Coaxial Cable
- Long Description:** RG 59/U, UL CL2/CATV/CM, CSA CMG TYPE; 1000 FT; 0.234 INCH OUTER DIAMETER; COPPER CLAD STEEL CONDUCTOR MATERIAL; CELLULAR POLYETHYLENE INSULATION MATERIAL; 20 AWG CONDUCTOR SIZE; PVC JACKET MATERIAL; BLACK JACKET COLOR; ALUMINUM BRAID SHIELD MATERIAL; 75 OHM NOMINAL IMPEDANCE; CAROL[R] BRAND; NOMINAL CAPACITANCE 16.2 PICOFARAD/FT
- Mfr Description:** 1C/20 RG59/U FL+67 PCTAL CL2/CM
- Country of Origin:** United States
- Last Update:** 2016-01-13
- Issue:** 16-03
- Price Status:** Active
- Symbol:** *

The pricing table shows:

United States	Qty1	Qty2	Qty3
List:	\$786.31		
Col1:			
Col2:			
Col3:	\$302.43		1000
Cost:			

Long descriptions, color pictures, price history

The manufacturer catalog page for Carol Cable shows a table with columns for 'Part Number', 'Description', 'Unit Price', and 'Stock Status'. The table lists various cable types and their specifications.

Manufacturer catalog pages



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ADDITIONAL BENEFITS

- Make it easy for staff to fill orders whether the product is in-stock or not
- Multiple search methods and filters get you to the item you need quickly
- More data than you get from the manufacturer: Long descriptions with attributed content and high-quality product images
- Pricing, product data and catalog pages are constantly updated
- Create frequently-used item lists for even faster access
- Make note of trends using our price history section

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