

There is NO APP for QUALITY.

[LOWELL MANUFACTURING SHARES ITS GUIDING PRINCIPLE.]

Our industry is suffering from a crisis of Quality, and few have been around long enough to see it. Those who have agree it's becoming a plug-and-play world where far too many products are chosen by default. To make matters worse, the whole industry is moving faster than ever. Who has time to stop, take a deep breath, and actually *think* anymore?

Which brings us to an unlikely victim of this trend—and ironically, the least technical component of all. The A/V rack. Easy to brush aside as a 'no-brainer.' Just spec the same rack (or power or audio



Our products are built with passion, the same way we built our company.

equipment) as last time and move on.

But, is that really in anyone's best interests, starting with your customer?

The next time you're about to spec on auto-pilot, ask yourself: If you could make this project better without adding cost or time, shouldn't you?

At Lowell, we believe you should never sacrifice Quality for cost. Craftsmanship for speed. Or good service for good business. Especially

when you don't have to. There are no shortcuts to Quality.

But there is one sure way to achieve it,

starting with the project on your desk right now.



We've been making quality racks, power and audio equipment since 1947.

THIS IS *our* COMPANY. THIS IS OUR BRAND. *This*, IS LOWELL.

Lowell[™]