

# microReel Launch

## RIDGID® – Reeling in the customers

### Challenge

Introduce a new RIDGID® product, the SeeSnake® microReel drain inspection system. The system is comprised of 100 feet of cable to allow easy inspection of drain lines that previously could not be reached. It is designed to be compact for easy storage and lightweight for easy transport. Earlier SeeSnake camera-reel systems were heavy and bulky. We helped RIDGID demonstrate that this new model could be carried like an attaché case or over-the-shoulder handbag.



### Solution

Sonnhalter came up with the theme line, "Getting to the problem won't be a problem" to tell the world just how easy it is to store and carry the new microReel. The photos used in the marketing materials show how convenient it is to store the system behind the seat of a pickup truck and how effortless it is to carry the unit up to a rooftop drain stack. The ad copy called the microReel the perfect solution for inspecting lines up to 4 inches in diameter and 100 feet in length.

### Results

The client reports that the launch of the microReel drain inspection system has been one of its most successful programs. It is another prime example of how RIDGID is making itself known in the category of camera inspection tools for drain lines.

