



**Innovative Solutions
for Your Application**

Over 60 Years of
Innovation



About Us

Alert Reel Manufacturing is a leading manufacturer of premium quality retractable power cord reels, cord reels with lights, air hose reels, extension cord management, handheld task & trouble lighting, and other power distribution products. Our 130,000 square foot facility, headquartered in Hamburg, NY, is home to a variety of operational and manufacturing capabilities all right within our vertically integrated facility including: manufacturing, metal fabrication, assembly, distribution, engineering, sales, customer service and more.

Product Categories



Cord Reels



Cord Reels with Lights



Air Hose Reels



Task, Work & Trouble
Lighting



Extension Cord
Management

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Pricing and Ordering INFORMATION

Request a Quote or Place an Order
sales@alertreels.com

Customer Service & Inside Sales
716.648.1048
www.alertreels.com

Applications & Industries



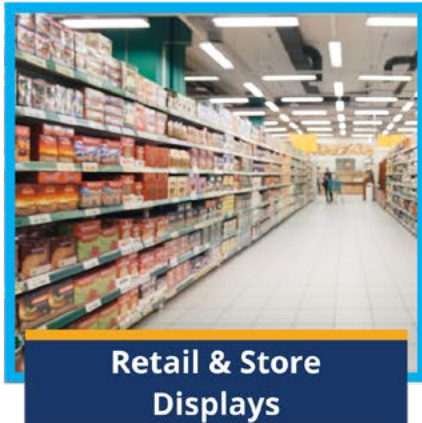
Manufacturing



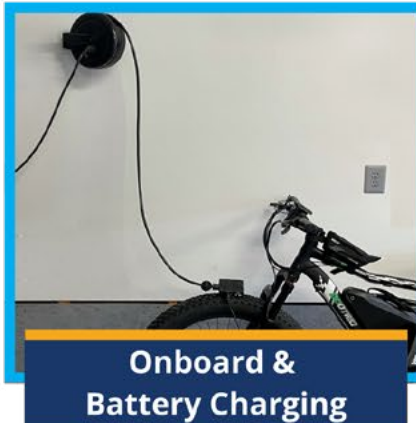
Automotive



Commercial Kitchens



Retail & Store Displays



Onboard & Battery Charging



Staging & Events



Distribution Centers & Warehouses



Construction



Education & Laboratories

Our Brands



The ProReel brand has been servicing commercial markets for decades. With constant tension or locking, electrical or data cable, outlet boxes or triple tap plugs, wall or ceiling mounted, and various cord lengths, colors, body styles, and more, our customers can choose a reliable cord reel for almost any application or project.



The ProLite brand provides powerful LED lighting options to the commercial marketplace. Handheld task and trouble lights, stringers, and durable wide area lighting provide solutions for a wide array of industries and applications. With various corded, battery-operated, and rechargeable power sources, ProLite LED lighting illuminates your workspace the way you want.



Simplify your job site with extension cord storage with WrapN Carry products. Our rugged manual wind-up cord caddy line has models that come with circuit breakers and durable mounting brackets and are ideal for electrical cords, air hoses, rope, and more. Our extension cords come in several lengths, gauges, colors and payout options.

Limited One Year Warranty

All Alert products are individually tested and inspected for defects in material and workmanship before leaving the factory. Should this product fail within **ONE YEAR** due to faulty workmanship or material, simply return to the original place of purchase for a replacement.

Our **ONE YEAR POLICY** is limited to the replacement of the original purchase. No other liability, responsibility or warranty is expressed or implied, including any fitness for a particular purpose.



Cord Reels



Retractable Reel Cords never had so many options!

- Powder coated steel or thermoplastic housing
- Cord pulls out to desired length and locks
- Available in a variety of outlet configurations & cord lengths
- Can be mounted on wall or ceiling



Enclosed Reels



Compact Reels



Integrated/
Cart Mounted Reels



Data Reels

Choosing the Right Cord Reel for You

FACTORS TO CONSIDER

CORD LENGTH



It is important to consider the distance between the power source (the reel) and where you need the power. You should always plan a few extra feet to ensure you don't over-extend the cable and damage your reel.

CORD TYPE & GAUGE



The wire gauge refers to the thickness of the copper wire in the cord, and determines the amperage load each cord is able to manage while in use. The thicker the cord, the more amps it can handle. Our cord reel line offers gauges from 18AWG to 12AWG.

NUMBER OF OUTLETS



It is important to consider the the number of devices you will need to be plugged into the reel when choosing the necessary number of outlets. We offer cord reels ranging from single to four outlets.

MAX RATING



Amperage requirements of retractable cord reels are determined by the cable's gauge. It's important to check the equipment's amperage specifications with which the reel will be used to ensure it's a good fit so the reel isn't overloaded. Alert products are rated only for 125V.

EXTERIOR CONSTRUCTION



When choosing the proper material for your cord reel, it is important to consider the environment the reel will be used in. Our cord reels are made from materials like thermoplastic or steel to withstand a variety of environments.

COLOR



The importance of the color of your reel will depend on the location of where it will be used. Cord reels in black or white can be easily disguised in the ceiling rafters of retail stores and event spaces, while yellow reels can be used for applications where the cord reel needs to be visible and prominent.

8000 Series - Enclosed Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	8140TP	Triple Tap	40 ft	12/3 SJTOW	15	Yes	2
	8150MP	Triple Tap	50 ft	14/3 SJTOW	13	Yes	2
	8336TS	Single Outlet	36 ft	12/3 SJTOW	20	Yes	2
	8665TFS	Single Outlet	65 ft	12/3 SJTOW	15	Yes	2
	8665TFQ	Quad Tap	65 ft	12/3 SJTOW	15	Yes	2
	8675MFT	Triple Tap	75 ft	14/3 SJTOW	10	Yes	2
	8645TFI	Single Outlet	45 ft	12/3 SJTOW	20	Yes	2
	8675MFQ	Quad Tap	75 ft	14/3 SJTOW	10	Yes	2



Features

- Black thermoplastic construction with carry handle
- Built-in resettable circuit breaker
- Heavy-duty steel mounting bracket hardware for wall or ceiling mounting

5000 Series - Enclosed Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	5220T-D	Dual Duplex Outlet Box	20 ft	12/3 SJTOOW	15	Yes	2
	5220T-DH	Hospital Grade Dual Duplex Outlet Box	20 ft	12/3 SJTOOW	15	Yes	2
	5220T-S	Single Outlet	20ft	12/3 SJTOOW	15	Yes	2
	5320T-SW	NEMA 3 Watertight Connector	20 ft	12/3 SJTOOW	15	Yes	2
	5330M-SW	NEMA 3 Watertight Connector	30 ft	14/3 SJTOOW	13	Yes	2



Features

- Black thermoplastic construction; UL94V-0 rated and UV resistant rugged, sealed enclosure
- Heavy duty black SJTOOW cord
- Powder coated stationary “L” mounting bracket with stainless steel fasteners
- 15 Amp resettable circuit breaker

Need help choosing the right reel for you?

Call today to talk to one of our technical experts to help you find the ideal reel for your application



Compact Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	5000A-30GF-CB	Triple Tap	30 ft	16/3 SJTW	10	Yes	4
	5000A-30GF	Triple Tap	30 ft	16/3 SJTW	10	No	4
	3225ATC	Triple Tap	25 ft	16/3 SJTW	10	Yes	4
	3525AC	Four Grounded Outlets	25 ft	16/3 SJTW	10	Yes	4
	5020TFC	Single Outlet	20 ft	12/3 SJTOW	15	Yes	4
	5020TF-4C	Four Outlets	20 ft	12/3 SJTOW	15	Yes	4
	5000M-30GF-CB	Triple Tap	30 ft	14/3 SJTW	13	Yes	4
	5000A-30GF-S	Single Outlet	30 ft	16/3 SJT	10	No	4
	5000A-31GF-CB	Triple Tap	30 ft	16/3 SJTW	10	Yes	4

Blunt End Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	5000-30GEPDSJ	Blunt End	30 ft	18/3 SJTOW	7	No	4
	5000-30GEPDSO	Blunt End	30 ft	18/3 SOOW	7	No	4
	900 EPD	Blunt End	20 ft	18/2 SVT	7	No	10
	900P-EPD	Blunt End	20 ft	18/3 SVT	7	No	12

Data Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	MCC2201	RJ45 Modular Plug	20 ft	Cat6 Cable	-	No	4

Reverse Plug/Integrated/Cart Mounted Reels

Image	Model #	Outlet Type	Cord Length	Cord Gauge/ Type	Max Amps	Circuit Breaker	Master Pack Quantity
	5030MFR	Single Outlet	30 ft	14/3 SJTOW	13	Yes	4
	5020TFR	Single Outlet	20 ft	12/3 SJTOW	15	Yes	4

Cord Reel Power System



Convenient Indoor or Outdoor Power for Your Application!

- Comes as kit – Assembly Required
- 90° or 180° mounting to fit your application
- Indoor/Outdoor rated weather-resistant system
- Cold weather flexible cord



Power Engine Block Heaters



Charge Electric Utility Carts

NEMA 3R Reel Configurations:

Image	Model #	Description	Number of Reels	Cord Length	Cord Gauge/Type	Max Amps
	APS-13T42B-00	NEMA 3R Single Reel (5320T-SW), Single One-Gang Weather-tight box	1	20 ft	12/3 SJTOOW	15 Amp
	APS-23T42B-00	NEMA 3R Dual Reel (5320T-SW), Dual One-Gang Weather-tight boxes	2	20 ft	12/3 SJTOOW	15 Amp
	APS-13M42B-00	NEMA 3R Single Reel (5330M-SW), Single One-Gang Weather-tight box	1	30 ft	14/3 SJTOOW	13 Amp
	APS-23M42B-00	NEMA 3R Dual Reel (5330M-SW), Dual One-Gang Weather-tight boxes	2	30 ft	14/3 SJTOOW	13 Amp

NEMA 2 Reel Configurations:

	SKU #	Description	Number of Reels	Cord Length	Cord Gauge/Type	Max Amps
	APS-12T42B-00	NEMA 2 Single Reel (5220T-S), Single One-Gang Weather-tight box, NEMA 3R Enclosure *	1	20 ft	12/3 SJTOOW	15 Amp
	APS-22T42B-00	NEMA 2 Dual Reel (5220T-S), Dual One-Gang Weather-tight boxes, NEMA 3R Enclosure *	2	20 ft	12/3 SJTOOW	15 Amp

**NEMA 2 Reels include standard molded N5-15C*

Optional Breakaway Cables - SKU: AR700-300354



Cord Reels with Lights



Light where you need it!

- Powder coated steel or thermoplastic housing
- Various lumen outputs for different applications
- Provides tangle-free cord storage
- Can be mounted on wall or ceiling



3230SMS - 30ft with LED Light



5030AM - 30ft with LED Light

Cord Reels with Lights

Image	Model #	Lumens	Lamp Type	Cord Length	Cord Gauge/Type	Max Amps	Circuit Breaker	Master Pack Quantity
	5030AM	1500	LED	30 ft	16/3 SJTOW	12	No	4
	5030AS	800	LED	30 ft	16/3 SJTW	10	No	4
	5050CL8	1000	LED	50 ft	18/2 SJT	0.13	No	4
	5050SM	1000	LED	50 ft	18/2 SJT	0.1	No	4
	3230SMS	500	LED	30 ft	18/2 SJT	.07	No	4
	920LSM	300	LED	20 ft	18/2 SVT	.05	No	4
	920DT	-	Incandescent	20 ft	18/3 SVT	7	Yes	4
	5000-50G-CB	-	Incandescent	50 ft	18/3 SVT	7	Yes	4
	8150MM	1500	LED	50 ft	14/3 SJTOW	12	No	2

Cord Reels with Lights



Air Hose Reels



**Need air power?
We got you!**

Our rugged, corrosion-resistant housing and reinforced steel guide arms ensure the reel can withstand the test of the most difficult jobs and the employees who operate them day in and out.



Features:

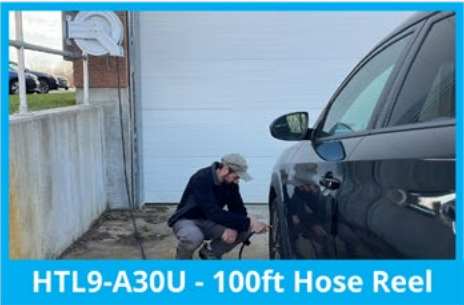
- Professional-grade white all-steel construction
- German engineered and manufactured all-weather flexible hybrid rubber hose (-40°F to 140°F)
- Multi-position guide arm
- Mountable on walls, ceilings, floor or vehicle.

Air Hose Reels

Image	Model #	Hose Diameter	Hose Length	Arm Type	Max Pressure	Master Pack
	HRG9-A30K	3/8"	50 ft	Single	300 psi	1
	HRH9-A30U	3/8"	100 ft	Single	300 psi	1
	HTK9-A30K	3/8"	50 ft	Dual	300 psi	1
	HTL9-A30U	3/8"	100 ft	Dual	300 psi	1
	HTM9-A40K	1/2"	50 ft	Dual	300 psi	1
	HTV9-A40U	1/2"	100 ft	Dual	300 psi	1



HTM9-A40K - 50ft Hose Reel



HTL9-A30U - 100ft Hose Reel

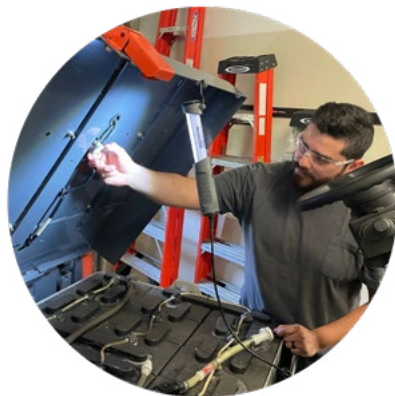


HTK9-A30K - 50ft Hose Reel

Air Hose Reels



Task, Work & Trouble Lights



Light your workspace with ProLite!

- Powerful LED lighting options
- Various lumen outputs for different applications
- Corded, battery operated and rechargeable options
- Lighting solutions for a wide array of industries



Corded Lighting



Rechargeable
Lighting



Wide-Area Lighting

Handheld LED Task Lighting

Image	Model #	Lumens	Cord Length	Cord Gauge/Type	Max Amps	Master Pack
	KSM3415	1000	15 ft	18/2 SJT	0.1	4
	KWC625	500	25 ft	18/2 SJTW	0.12	6
	KCL515	600	15 ft	18/2 SJT	0.13	4
	KCL815	1100	15 ft	18/2 SJT	0.18	4
	KCR5	500	-	Micro USB Charger	-	4
	KTM3315G	1600	15 ft	16/3 SJTOW	12	4
	KWR700T	70-700	-	USB-C Charging Cable	-	6
	KWR200T	200	-	USB-C Charging Cable	-	10

Handheld Incandescent Task Lighting

Image	Model #	Cord Length	Cord Gauge/ Type	Max Amps	Master Pack
	HTL-25M-CB	25 ft	14/3 SJTW	12	4
	HTL-50GM-CB	50 ft	14/3 SJTW	12	4
	TI-25GM	25 ft	16/3 SJT	13	6
	TL-50GM	50 ft	16/3 SJT	13	6

Area & Specialty Lighting

Image	Model #	Lumens	Cord Length	Cord Gauge/ Type	Max Amps	Master Pack
	FTL130	220	8 ft	22/2 SPT2	1.2	4
	FTL230	440	8 ft	22/2 SPT2	1.2	4
	LF168ST(W)	10,000	6 ft	18/3 SJTW	0.86	2
	LF240ST	14,000	6 ft	18/3 SJTW	1.1	2
	PLA384	7200	15 ft	16/3 SOOW	0.6	1
	LHR5200	2400/1200	-	-	-	4
	OSL2600	125/250	-	-	-	6
	LSK505	6,000	50 ft	18/2 SJTW	0.6	4

Illuminate your workspace!

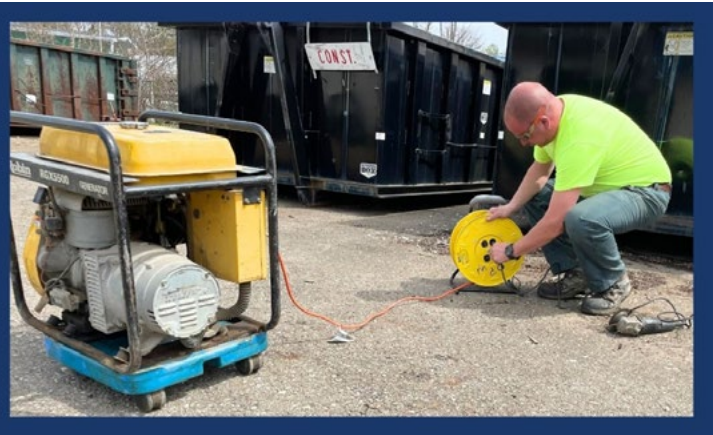


Extension Cord Management



Extension Cord Management

Image	Model #	No. of Outlets	Circuit Breaker	Cord Storage	Max Amps	Master Pack
	7000WR	0	No	125' of 14/3 cord or 150' of 16/3 cord	-	1
	7100CC	0	No	100' of 12/3 cord	-	1
	7100HD	4	Yes	100' of 12/3 cord	15	1
	9100HT	4	Yes	100' 12/3 or 10/3 cord	15	1



Keep cords organized & off the ground

- Easily store and manage extension cords
- Powder coated steel or plastic housing
- Available without or without built-in grounded outlets
- Easily portable carrying handles

Extension Cords

Image	Model #	Cord Length	Cord Gauge	No. of Outlets	Max Amps	Master Pack
	CST-6M	6 ft	14/3 SJTW	3	15	12
	CST-50M	50 ft	14/3 SJTW	3	15	6



9100HT - Multi-Outlet Cord Storage Reel



7000WR - Professional Cord Storage Reel



Custom Solutions

Exactly What You Need, Built to Your Specs



Sometimes an off-the-shelf product is just what you need. Other times, it needs to be a bit different to work for your job application. We can help make that happen by offering value-added manufacturing that is customized to create individual solutions designed to your specifications. With over 130,000 square feet of vertically integrated manufacturing at our fingertips, we can develop and oversee your project with both expertise and quality – with a little flexibility built in to handle twists and turns along the way.

Whether you need full products, accessories, or just custom components, we can manufacture them right here in our US facility. While some companies design custom solutions and transfer it to someone else to manufacture or assemble, we have the capabilities to complete each stage of the project.

Our Custom Product Categories



Custom Lighting



Custom Cord Reels



Custom Power Strips

Alert In-House & General Capabilities

- US based, in-house engineering
- Technical sales associates
- Vertically integrated manufacturing facility
- Mold & Tool Fabrication
- Quality materials & components on site
- Significant experience with regulation & certification organizations (UL, ETL, CSA)
- Production Services – Molding, Metal Fabrication, Finishing & Support



U.S. Based Vertically Integrated Manufacturing Facility



Custom Solutions



Multi-Outlet Cord Storage Reel



Cord Reel w LED Work Light



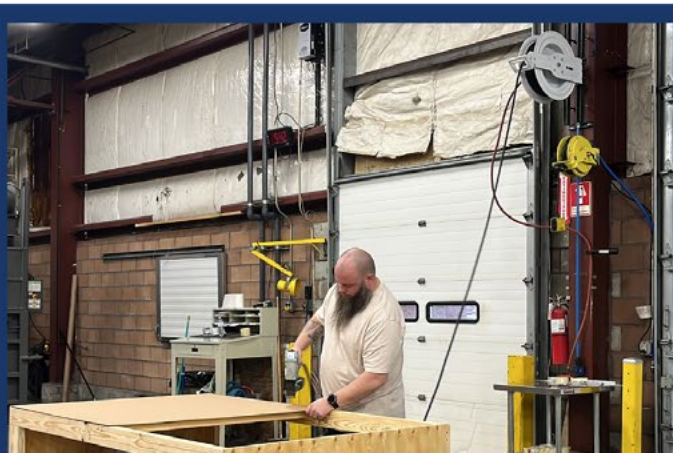
Wall Mounted Cord Storage Reel



Wide Area Tripod Light



Handheld LED Work Light



Dual Arm Air Hose Reel



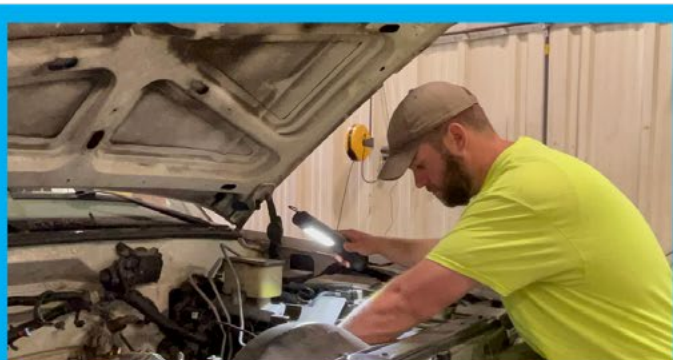
White Compact Cord Reel



Cord Reel w Watertight Connector



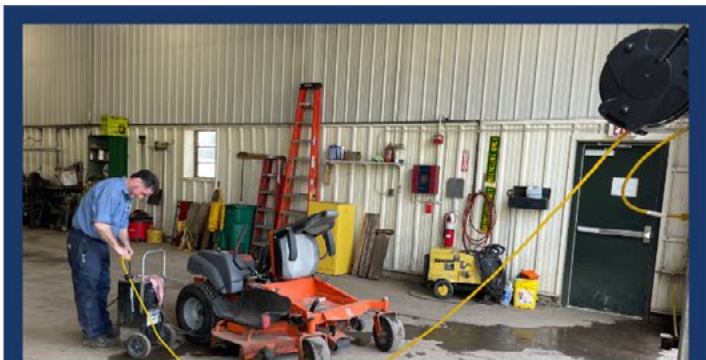
Compact Cord Reels



Compact Cord Reel w LED Light



Dual Arm Air Hose Reel



Enclosed Cord Reel

Alert Reel Manufacturing Terms and Conditions of Sale
Updated 2025

1. TERMS AND CONDITIONS OF CONTRACT. Except where otherwise provided in a written agreement duly executed by an authorized signatory of Alert Reel Manufacturing, LLC. ("Alert"), all goods and services supplied by Alert pursuant to the Confirmation of Order overleaf and these terms and conditions (the "Goods") are provided subject to the details set out in the said Confirmation of Order and to the terms and conditions set forth herein. Alert's ACCEPTANCE OF AN ORDER IS EXPRESSLY CONDITIONED UPON BUYER'S ASSENT TO THESE TERMS AND CONDITIONS, AND BUYER'S ACCEPTANCE OF GOODS HEREUNDER SHALL BE DEEMED AN ACCEPTANCE OF THESE TERMS AND CONDITIONS. Alert specifically rejects any terms and conditions in Buyer's order or in any other document from Buyer that in any way conflict with, reduce or affect these terms and conditions.

2. PRICES. Unless otherwise agreed in writing, all prices are quoted F.O.B. at Alert's premises in Hamburg, New York, USA.

All price quotes issued by Alert Reels Manufacturing will remain valid for 30 days. However, Alert Reels Manufacturing reserves the right to adjust pricing within this period in response to unforeseen events, including but not limited to tariffs, shipping costs, taxes, currency fluctuations, or increases in commodity or market prices. In the event of such changes, the buyer will be notified, and a revised quote may be issued reflecting the updated costs. After thirty (30) days, prices are subject to change without notice to the buyer. Additionally, prices on orders requesting future shipment dates from the order date are subject to review and possible adjustment based on market conditions, material costs, and any applicable tariffs, duties, or regulatory changes imposed after the order is placed. The buyer will be notified of any such changes, and a revised quote may be issued accordingly.

Typographic, clerical and manifest errors in any offer are subject to correction by Alert Reels Manufacturing at any time. The minimum billing per order is \$100 plus freight charges, orders that do not meet this minimum will be subject to a \$25 service charge.

3. PAYMENT TERMS. Payment for all Goods shall be made in U.S. funds and prior to shipment (either by cash, banker's draft, cashier's check, check drawn on good funds, telegraphic transfer or approved credit card) or, at the sole discretion of Alert, C.O.D., unless Buyer has applied for and been granted a line of credit by Alert, in which case purchases can be made up to approved credit limits with payment therefore due net 30 days. Late payments shall be charged interest at the rate of 1.5% per month. Alert is entitled hereunder to delay shipment until payment monies have cleared (e.g. check has become final; credit card charge has been authorized). Credit terms are subject to change or withdrawal at any time at Alert's sole discretion, regardless of prior credit

arrangements. Alert reserves the right to require current financial information from any buyer with an open account as a condition of the continued extension of credit. Buyer shall promptly reimburse Alert in respect of Alert's costs, including reasonable attorneys' fees, incurred in the collection of any monies owed to Alert by Buyer. For orders invoiced or shipped outside the United States, Alert will require a confirmed, irrevocable letter of credit, payable at sight in United States funds, advised and payable on an acceptable US bank. Buyer shall be solely responsible for procuring any and all necessary export, import and/or other permits. Buyer's order shall constitute a representation that Buyer is solvent, and Alert is relying upon such representation. If Alert at any time reasonably believes that the Buyer is insolvent or that the Buyer's credit is impaired, Buyer shall be in material breach thereof and hereof and Alert may, without liability to Buyer, withhold performance hereunder, change the payment terms and/or repossess Goods delivered.

4. ADDITIONAL COSTS & TAXES. All prices and quotations are exclusive of sales, use, excise, duty, VAT and all similar taxes and levies. All such charges shall be for the account of Buyer and, if not included in an original invoice, may be invoiced or added to Buyer's credit card payment, if any, by Alert at a later date.

5. CHANGES; CANCELLATION OF ORDER. If Buyer cancels or changes the order, or any part thereof, for any reason, Buyer agrees to pay cancellation charges for all costs incurred by Alert due to such cancellation, including without limitation, costs incurred by Alert in the design, development or manufacture of special, custom-made or custom-designed Goods, or Goods altered at the request of Buyer [plus related profit, as reasonably determined by Alert.] The costs shall include commitments made by Alert to third parties for labor or materials for use in completing such order. Alert's determination of cancellation charges shall be final and conclusive.

6. SHIPPING. Title in Goods and risk of loss or damage thereto shall pass to Buyer upon delivery thereof by Alert to the carrier at FOB point. Goods shall be shipped in accordance with the information set out in the Confirmation of Order overleaf. Unless instructed otherwise by Buyer, Alert may ship by any reasonable manner and routing. All shipping costs shall be for the account of Buyer. All shipments shall be insured for their full replacement value and all such insurance shall be for the account of Buyer. All orders are subject to Alert's current shipping and handling charges. Alert shall not be liable or otherwise responsible for defaults or delays in delivery by carrier. Shipping dates set out on the Confirmation of Order are approximations only, subject to, inter alia, factory schedules and inventory. If any shipment of Goods is delayed due to any act or omission of Buyer, Alert may charge Buyer reasonable storage fees in relation thereto, including without limitation, storage costs, insurance costs and cost of money. Unless otherwise agreed by Alert in writing, Alert, in its sole discretion, may make partial shipments of any order, for

which pro rata payments shall be due and payable as indicated on the invoice issued pursuant thereto. Alert reserves the right not to ship to Buyer if Buyer's account is overdue.

7. ACCEPTANCE OF GOODS. Buyer acknowledges that it has a duty to inspect Goods immediately upon receipt. Goods will be deemed accepted by Buyer unless notice of lawful rejection has been delivered in writing to Alert within ten (10) business days after receipt thereof. Any notice of shortage must be delivered in writing to Alert within three (3) business days after receipt thereof by Buyer. Any notice of damage to Goods must be delivered in writing to Alert and the relevant carrier within three (3) business days after receipt thereof by Buyer. Authorization from Alert must be received by Buyer in writing prior to the return of any Goods by Buyer hereunder, and Buyer shall be solely responsible for adequate packing and pre-payment of freight with respect thereto. For the avoidance of doubt, Alert shall not be obligated to accept any unauthorized return of Goods, any Goods inadequately packed or Goods for which freight has not been fully pre-paid by Buyer.

8. RETURNED GOODS. Alert may, at its sole option, agree to accept unused and merchantable Goods from Buyer, subject always to a re-stocking charge of 20%. Buyer agrees that it shall not return any Goods prior to receiving written authorization from Alert so to do. Any and all returned Goods shall be shipped freight pre-paid and risk of damage or loss shall remain vested in Buyer until the relevant Goods are received, inspected and accepted by Alert. For the avoidance of doubt, Alert is not obligated to accept any returned Goods pursuant to this paragraph. Custom manufactured Goods are non-cancelable/non-returnable.

9. RE-CONDITION & REPAIR. Before shipping any Goods to Alert for repair, Buyer shall contact Alert for Return Merchandise Authorization (RMA) and shipping instructions. With respect to any repairs by Alert, Buyer shall be solely responsible for payment of freight charges, replacement parts, and labor costs at Alert's then current prices. Any repairs to any of the Goods performed by Buyer or by third parties [pre-approved by Alert] shall be carried out in strict accordance with the applicable repair manual(s), if any, published by Alert from time to time.

10. LIMITED WARRANTY; EXCLUSION OF OTHER WARRANTIES; LIMITATION OF REMEDIES; INDEMNITY. Alert warrants the Goods to be free from defects of materials or workmanship, under normal and proper use and service, for a warranty period of one (1) year from the date of shipment (as such date is shown in Alert's records)[the "Warranty Period"]. If any of the Goods proves to be defective in any material respect within the Warranty Period, such defective Good(s) shall be promptly returned to Alert, F.O.B. Alert's factory, shipping charges prepaid, by the Buyer, and if the same is determined by Alert to be defective in any material respect and covered by the terms of the warranty

provisions set forth in this Section 10, it will be replaced or repaired, at the exclusive election of Alert, free of charge. If Buyer believes any of the Goods are defective in any material respect during the Warranty Period, Buyer shall immediately cease using such Good(s) and notify Alert in writing of such non-conformity or defect, specifying in reasonable detail the nature thereof. Notwithstanding the foregoing, Alert is not responsible for, and shall have no obligation to replace or repair any Goods which: (i) have been used, operated and/or installed other than in strict accordance with Alert's written instructions and/or policies, if any; (ii) have been installed, operated or used in an improper, abnormal or inappropriate manner, as reasonably determined by Alert; (iii) have been damaged due to the negligence of another party; (iv) have been damaged due to an accident, natural disaster, extreme weather, or other act of God; (v) have been serviced, repaired or altered by anyone other than Alert or a third party approved by Alert to service or repair the defective or damaged Goods, and provided further, that all such service, repair and alterations by approved third parties must be completed in accordance with the applicable repair manual(s) for the defected or damaged Good, if any; or (vi) have been used in a manner or for a purpose for which the Goods were not designed.

No warranty is made with respect to any defects in the Goods due to plans or instructions supplied to Alert by or for Buyer. THE LIMITED WARRANTY SET FORTH IN THIS SECTION 10 IS MADE AND ACCEPTED BY BUYER IN LIEU OF ALL OTHER WARRANTIES WITH RESPECT TO THE GOODS, WHETHER EXPRESS OR IMPLIED, MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR PURPOSE. THE LIMITED WARRANTY SET FORTH IN THIS SECTION 10 IS BUYER'S SOLE AND EXCLUSIVE REMEDY FOR ANY DEFECTS OR DAMAGE TO THE GOODS, AND ALL OTHER REMEDIES ARE EXPRESSLY DISCLAIMED.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, ALERT IS NOT RESPONSIBLE FOR DIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM ANY BREACH OF WARRANTY OR CONDITION OF THE GOODS, OR UNDER ANY OTHER LEGAL THEORY, INCLUDING BUT NOT LIMITED TO LOSS OF USE; LOSS OF REVENUE; LOSS OF ACTUAL OR ANTICIPATED PROFITS (INCLUDING LOSS OF PROFITS ON CONTRACTS); LOSS OF THE USE OF MONEY; LOSS OF ANTICIPATED SAVINGS; LOSS OF BUSINESS; LOSS OF OPPORTUNITY; LOSS OF GOODWILL; OR LOSS OF REPUTATION.

Buyer acknowledges that the Goods may be used in inherently dangerous activities and, accordingly, expressly bears the risk of injury damages and other harm to Buyer, and its employees, contractors, representatives, and other third parties arising out of use of the Goods in such inherently dangerous activity(ies). Buyer agrees to indemnify and hold Alert harmless from and against any claims, awards, damages or other costs incurred by Alert, including reasonable attorneys' fees incurred by Alert in connection with same, arising out of the use of any Good(s) in inherently dangerous activities.

Alert Reel Manufacturing Terms and Conditions of Sale
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While Alert uses reasonable endeavors to ensure the accuracy and quality of its publications, sales literature and other printed materials, from time to time errors might occur in that regard. Alert therefore does not guarantee the accuracy or completeness of any publication or other informational materials.

11. INTELLECTUAL PROPERTY. The purchase by Buyer of any Goods hereunder does not grant to, convey or confer upon Buyer or Buyer's customers, or upon anyone claiming under Buyer, a license or any other legal interest, express or implied, under any patent right, trademark, copyright or other intellectual property right, whether registered or not and whether pending or not, in any jurisdiction, of Alert covering or relating to any of the Goods or any combination or process in which any of the Goods might be or are used.

Buyer understands and agrees that Alert does not warrant that the Goods are free of claims of patent, trademark, trade secret or copyright infringement by a third party. Alert hereby disclaims any such warranties or indemnification for such infringement(s) or intellectual property rights.

Any rights not expressly granted herein are reserved by Alert.

12. FORCE MAJEURE. Alert shall not be liable for any failure to perform under the Confirmation of Order or these terms and conditions if it is unable to obtain parts or supplies at reasonable prices or through usual and regular sources on a timely basis, or due to any interruption of transportation, government regulation, labor disputes, strikes, riots, war, civil commotion, fire, flood, accident, storm, or act of God, or other cause beyond Alert's reasonable control that renders it impractical for Alert to perform.

13. ARBITRATION. Buyer agrees that the laws of the State of New York, without regard to principles of conflict of laws, shall govern the agreement between Alert and Buyer with respect to all sales of Goods, and any dispute of any sort that may arise in connection with these terms and conditions and the sale of Goods to Buyer by Alert (a "Dispute"). All Disputes shall be submitted to final and binding arbitration, the proceedings of which shall be located in Buffalo, New York, and conducted in accordance with the Commercial Arbitration Rules of the American Arbitration Association (the "Rules") by one arbitrator appointed in accordance with the Rules. Notwithstanding the foregoing, Buyer acknowledges that Alert may, in its sole discretion, elect to commence an action in a court of competent jurisdiction located in Buffalo, New York (without resorting to commencing arbitration proceedings as specified above) to enforce Buyer's failure to timely pay any and all amounts due to Alert for the purchase of Goods (a "Financial Default"). In connection with the foregoing, in the event Alert elects to commence an action against Buyer in connection with a Financial Default, Buyer specifically acknowledges

and irrevocably consents to the jurisdiction of a court of competent jurisdiction located in Buffalo, New York, waives objection to the laying of venue of any such action or other legal proceeding in Buffalo, New York, waives personal service of process in such action, and consents to the making of service of process in each such action by registered mail, directed by Alert to the last known address of Buyer showing in the records for Alert, service to be deemed complete five (5) days after the mailing thereof.

Other than a Financial Default (in which case Alert may, in its discretion, elect to commence a lawsuit against Buyer in a court of competent jurisdiction located in Buffalo, New York), all Disputes shall be resolved exclusively by arbitration. Any award made by the arbitrator shall be final, binding and conclusive on the parties for all purposes. Any fees or charges of the arbitration and any cost of arbitration, including the cost of personal attorneys of each participant, shall be the sole responsibility of each party to the arbitration; provided, however, in the event of a Financial Default, Alert may recover all costs and expenses incurred by it (including its attorney fees) in seeking payment or enforcement of these Terms and Conditions as a result of the Financial Default, including whether Alert commences an action or initiates arbitration proceedings.

14. GENERAL. This agreement will be governed by and construed in accordance with the laws of the State of New York. The application of the United Nations Convention for the International Sale of Goods, if it would otherwise apply, is hereby expressly excluded. These terms and conditions and the Confirmation of Order overleaf set out the entire agreement between Alert and Buyer relating to the Goods and supersede any prior agreement, arrangement, purchase order, correspondence, communication, advertising or representation concerning the Goods. This agreement may not be modified or amended except by a written instrument duly executed by authorized signatories of the parties. If any provision of this agreement is held to be invalid or unenforceable, that provision is to be given effect to the maximum extent permissible and the remaining provisions of this agreement will remain in full force and effect. Notices hereunder shall be delivered in writing by registered mail to the addresses of the parties overleaf, or as notified to the other party from time to time. If any term, provision, or covenant of these terms and conditions is held to be invalid void, or unenforceable, the remainder of these terms and conditions shall remain in full force and effect and shall in no way be affected, impaired or invalidated. Each shipment of Goods shall be considered a separate transaction between Buyer and Alert. In the event of any default by Buyer, Alert may decline to make further shipments. If Alert elects to continue to make shipments of Goods subsequently ordered by Buyer after a default, such subsequent shipments shall not constitute a waiver of default by Alert or in any way affect its legal remedies for any such default.



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