

Firm helps untangle wires, de-clutter homes

If your home theater system suffers from tangled wires or home office is cluttered with equipment, there is a South Florida online retailer you should know about.

CableOrganizer.com offers some of the coolest items available to organize and protect electrical, telecom and cable wires, and equipment around the home or office.

The Fort Lauderdale e-tailer offers solutions for living rooms or workspaces which have unsightly or dangerously-placed wires from computers, stereo systems, power tools or electronic musical equipment.

Examples include: Floor Cord Cover Kits, which keep someone from tripping over cables (starting at about \$8 for 5-ft. kits); Home Theater Cable Manager systems, which offer a 15-inch track that mounts to a wall to conceal wires running down from a flat screen TV (\$35); and ADA-compliant Cord and Hose Protector systems, which act as do-it-yourself sidewalk ramps for wheelchairs, carts and strollers to protect outdoor wiring and water hoses (\$293).

Check out the site for more items that prevent wires from being exposed or damaged, while also help-

ing to prevent someone from getting hurt. The company is the brain-child of CEO Valerie Holstein, who opened shop in 2002 after coming up with the sales concept while pregnant and frustrated with cable clutter around her own home. CableOrganizer.com has been named among America's 5,000 fastest-growing private companies by Inc. Magazine, and now employs 100 people.

Have an idea for Tech and Innovation? Contact Daniel Vasquez at dvasquez@tribune.com or 954-356-4219 or 561-243-6686.

