

# PRESS RELEASE



## **FOR IMMEDIATE RELEASE:**

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## **ValueRail.com Introduces “New & Improved” Guard Rail with Innovative PermaCap™ Design**

*Remains Highest Value, Lowest-Cost Manufacturer of Guard Rail in the U.S.A.*

**Waukesha, WI, December 2013** – ValueRail.com – a factory-direct, on-line supplier of low-cost safety guard rail – has announced a major improvement in the design of its guard rail posts, replacing the troublesome “rubber post cap” with an innovative, new PermaCap™ design.

According to Jim Hathaway, Product Specialist with ValueRail.com, “Our new welded metal PermaCap™ is safe and durable and eliminates the hassle, cost, and downtime of having to replace a rubber cap that may have been damaged or accidentally dislodged from a guard rail post.”

The fully integrated PermaCap™ was developed in-house by the ValueRail Product Design Team and is now included at no additional charge on all sizes of ValueRail guard rail posts; including the 18” Single Inline Post, 44” Double Inline Post, and 60” Triple Inline Post.

According to Hue Schlegel, Director of Marketing for ValueRail.com, “Eliminating the need to replace rubber post caps reduces an end-user’s “cost of ownership” over the life of the product which further adds to the affordability of ValueRail™ guard rail.”

The no-charge PermaCap™ product enhancement follows a recent 10% across-the-board price reduction on the ValueRail.com website which applies to the complete line of protective railing products that are offered. “The price reduction is a direct result of the company’s successful investment in ‘lean’ manufacturing processes,” Schlegel adds. “We have made tremendous strides in streamlining and improving our ValueRail manufacturing processes; including consistent quality robotic welding and applying a highly durable 2-part polyurethane paint finish similar to the desirable clear-coat finish on an automobile. Our manufacturing improvements and ongoing product innovations, like PermaCap™, have not only enhanced ValueRail’s quality, but have reduced our manufacturing costs, which we are pleased to pass along to our valued customers.”

In announcing PermaCap™ and the company’s earlier 10% across-the-board price reduction, ValueRail.com remains the highest value, lowest cost manufacturer of guard rail in North America.

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**PermaCap™ ValueRail – page 2:**

ValueRail™ products are available from stock and can be conveniently purchased on-line at [www.valuerail.com](http://www.valuerail.com). ValueRail™ guard rail meets OSHA safety requirements and provides an impact resistance comparable to many competitive guard rail products on the market today – including imports. Direct on-line purchasing not only reduces transaction costs, but allows contractors, warehouse managers, safety engineers, manufacturers and facility personnel to quickly select what they need and purchase it with a VISA®, MasterCard®, American Express® or Discover® credit card. Applicable sales taxes and shipping charges are calculated automatically and orders are reviewed and confirmed before a credit card is actually charged. A ValueRail specialist is also available to assist customers Monday through Friday from 8:00 a.m. to 5:00 p.m. CST at (262) 549-1963.

ValueRail™ guarding products are 100% made in the U.S.A., precision formed from high-strength steel, and painted safety yellow. In-line and corner guard rail posts are manufactured using solid structural wide flange beams, providing an economical solution for rail support. Single-, double- and triple-rail configurations are available in one foot lengths from 2 to 10 feet, providing a wide range of protection options. Anchor bolts and the appropriate rail hardware are included with all post configurations. A Lift-Out Kit is also available that adds pockets to standard posts allowing the user to slide standard rails in-and-out rather than rigidly bolting them to the posts. Additionally, ValueRail Pedestrian Handrail is available in 6 ft. sections to separate work zones, control traffic flow, and clearly define walkways around equipment, machinery, material staging areas, in-plant offices, doorways, and many other ground-level applications.

According to Schlegel, “Now, more than ever, ValueRail™ guarding products are the best value available. The website provides a convenient 24-7 on-line experience for customers looking for a protective railing solution that will also protect their budget. Providing a safe barrier for people and equipment is a requirement in facilities today and low cost ValueRail truly makes facility safety affordable for everyone.”

For more information, visit [www.valuerail.com](http://www.valuerail.com), call (262) 549-1963, or email: [info@valuerail.com](mailto:info@valuerail.com).

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**PermaCap™** permanent post caps have rounded corners and are included on all sizes of ValueRail™ Guard Rail posts. Convenient on-line ordering is available on the [www.valuerail.com](http://www.valuerail.com) website.