

IDEAS WELCOME

Who knows? Maybe the next great invention will be yours!

You're out in the field every day. You know what works and what doesn't. And we're sure that at some point or another you've said to yourself,

"I have a great idea. I could do this better."

The Sparks Innovation Center is the place to take that great idea and make it come true.



INNOVATION IS OUR LEGACY

In 1929, Madison Electric Products was founded by an inventor named Earl Atkinson, who created our company to take his first invention, the Madison Strap, to market.

That legacy of innovation and inventiveness has helped our company grow and is the reason we've established the Sparks Innovation Center. It's a place where folks just like you – who have an idea or have created a product that saves time or money – can get some help sharing it with the world.

[connect] with **ME**

Industry news, product innovations and videos, we cover it all through a variety of social networks. Connect with us, and stay up to date on what's new.

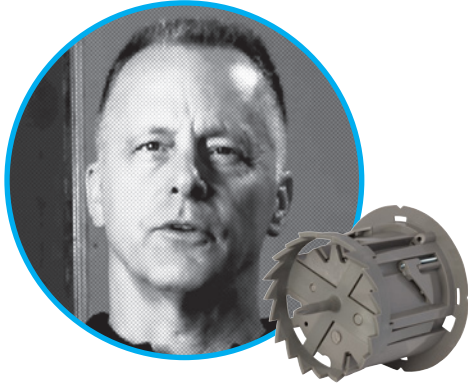


ME products.net

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The Sparks Innovation Center logo, featuring a stylized starburst icon above the word "sparks" in a lowercase, sans-serif font, with "[innovation] CENTER" in a smaller, uppercase font below it. The background of the entire right side of the page is a blue-tinted photograph of various electrical tools and components, including a large metal nut, a bolt, and a terminal block.

BRING YOUR IDEAS TO LIFE
sparks.meproducts.net



greg herth

30+ year Electrician
Inventor of SmartBox
Long Island, NY



michelle laramée

20+ year engineer
Inventor of the MEIBB
Smithfield, RI



jeff locher

23+ year Electrician
Inventor of the Stingray
Clarkson, MI



[inventor] HALL OF FAME



ken bing

40+ year electrician
Inventor of SmartLB
Zeeland, MI



greg spells

15+ year Electrician
Inventor of the Power Pull-it
Harrisburg, PA

They had an idea. THE REST IS HISTORY.

If you're looking for a partnership with a company that thrives on product innovation and relationships with electricians just like you, take a minute to visit www.MEproducts.com/SPARKS. There you'll find a simple questionnaire to get things started on submitting an idea to us.

There's no commitment. While we can't guarantee that your idea will make it to market – let's face it, not every idea will – we can guarantee that we will:

- Respond to you as quickly as possible
- Consider every idea submitted
- Appreciate that you took the time to submit one!