

Steelcase

# Thread vs. Connectrac

Competitive Comparison



CONNECTRAC

Durable patented wireway to meet your power and technology needs

Example of Connectrac 2.7 in application at EdSpaces conference 2016

## Connectrac

Marketing message: “Never Core Drill Again”

Promoting their wireways as the “lowest, sleekest profile they have ever designed”

The product line includes a Connectrac 2.7 (under-carpet wireway), Connectrac 2.7 and 3.7 (in-carpet wireway), Connectrac 2.7 and 3.7 (on-floor wireway)

## About Connectrac

Connectrac is categorized under Electric Equipment Manufacturers. Current estimates show this company was founded in 2005, is privately owned, has an annual revenue of \$5 to \$10 million and employs a staff of approximately 10 to 19. Reps are located throughout the United States and Canada. Products are sold through electrical distributors, AV channels and contract furniture dealers. Customer segments include corporate, education and government. Customer listing can be found here: <https://connectrac.com/customers/>

### Location:

1350 Manufacturing St # 203  
Dallas, TX 75207

Phone: (214) 941-1319

Web: [Connectrac.com](http://Connectrac.com)

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Note: For visuals of Connectrac 2.7 and 3.7 visit [connectrac.com](http://connectrac.com)

# Product Comparison

## Thread

### FEATURES

- Under carpet 15/64" thin of flat option
- Strictly an electrical distribution option
- Single circuit
- Standard lengths available
- Steel track
- Truly flat base option, even at termination point
- Proprietary connections for flush mount option
- Power hub to bring power up to user-height
- Proprietary plug adapter keeps the advantages of the low profile plug and the flexibility of a NEMA outlet
- For use in most corporate, healthcare, education and industrial environments. Strong option for learning environments with wireless and common areas
- Use in areas of frequent reconfigurability
- Use when only electrical is required

### STRENGTHS

- Power can easily be added to new construction or retrofitted into existing spaces
- Installing Thread is as easy as laying carpet or LVT, with modularity that makes it easy to reconfigure
- ADA compliant for egress areas with tracks that are flat or 15/64" high and connectors at 1/2" high
- Power hubs are lightweight, portable and bring power up to users at both lounge and desk heights
- Simple kit of parts provides power to any space and allow underutilized space to work harder
- Warranty of 12 years
- Power track and infeed lengths are available from 24" to 144" in 12" increments. No field modification necessary.

### WEAKNESSES

- Thread does not carry data and/or AV cabling
- A connector is needed for over 12' of track or at any turn
- Longer lead times compared to Connectrac; select Thread components available on Rapid5
- Thread does not support multiple circuits or power draws over 20 amps
- Thread must be installed under carpet or with LVT. This can be a challenge when working with installs that are exposed concrete, resilient flooring or otherwise.

## Connectrac

### FEATURES

- "Speed Bump" style distribution - wide ramps
- Plastic and wood flanges
- Aluminum channel
- Isolated channels for communications, AV and electrical. Non-proprietary AV wiring to use pathway channels.
- All lengths available
- Visible or under carpet channel
- Connectrac 2.7 is single circuit while the Connectrac 3.7 is four circuit
- 15-20R NEMA outlets, modular AV and data connectors
- For use in most corporate and education environments. Use in areas of minimal reconfigurability. Use when multiple utilities are required.

### STRENGTHS

- Accommodates power and data
- Existing mindshare with dealers when it comes to offering in-carpet, on-floor, and now under-floor wireways
- Fast lead time (1-3 business days)
- Comes with 20 amp (NEMA 5-20R) receptacles
- Ability to install monuments with 1/2 knockouts under desks to wire your furniture equipment into
- Connectrac 3.7 can run up to (4) circuits through track and receptacles set up to accommodate those circuits

### WEAKNESSES

- Trip hazard at termination point
- Does not offer a low-profile cover as part of their offering
- Does not have a power hub for user-height power access
- Connectrac 3.7 cannot be installed under flooring material
- Under carpet and in-carpet solutions can only be installed with carpet tile
- Under and in-carpet solutions require ramps, no flat solution. Wide ramps make furniture placement difficult.
- Wall junction requires visible connector plate
- Connectrac 2.7 and 3.7 (hardwire) solution can only install (1) Duplex receptacle per run of track
- Connectrac 3.7 is more expensive than Thread
- The track only comes in 48" and 96" sizes resulting in having to cut the tracks on-site to install
- The size of the track is much larger than Thread's
- Installation requires use of adhesive, reconfigurability is limited
- Limited warranty of 5-6 years

# Pricing Comparison

The following is the pricing comparison of Thread and Connectrac based on a 70' straight run with (6) Duplex Receptacles (Connectrac) and (6) 2 door Connectors with (6) Plug Adapters (Thread).

## Thread

**COMPONENTS:**

- (4) 12' Power Track
- (1) 10' Power Track
- (6) Door Connectors
- (1) 12' Power Track Infeed
- (6) Plug Adapters

Total Materials before Tax: **\$2,448.37**

## Connectrac (3.7 In-Carpet)

**COMPONENTS:**

- (9) 96" Wireway segments and transition ramps
- (1) End Component Kit
- (1) 8 Wire modular power infeed 12' length cable
- (6) Modular Power Duplex receptacles
- (6) Modular Jumper Cable for 96" on center devices

Total Materials before Tax: **\$4,015.68**

## Connectrac (2.7 In-Carpet)

**COMPONENTS:**

- (12) 72" Wireway segments
- (1) 144" Wall channel kit
- (6) 144" Duplex device infeeds

Total Materials before Tax: **\$2,956.81**



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