

Over 30 years as a dynamic broadcast equipment duo.

Tower & Hannay – two industry leaders, providing quality AV reels to the communications industry.

Tower Products Incorporated, located in Saugerties, New York, has been in the broadcast equipment supply business since 1987. Their story began in a one-car garage in Woodstock, New York, where company founder, Mark Braunstein, had the unique vision of designing products for the video broadcasting industry.

Hannay has been providing Tower with several types of cable storage reels for over 30 years. Tower is best known to the industry as Markertek and TecNec (along with six other brands) and is recognized nationally for a wide range of offerings within the broadcast, Pro-AV, and Pro-Audio production industries, including broadcast TV, live events, theatre, houses of worship, and sporting events. They have also expanded into spaces such as equipment manufacturing, industrial machinery, mining, aerospace, military, construction, and other specialty needs where cable management is key. The company's relationship with Hannay has allowed them to provide customers with top-notch reels to accompany Tower's products.

In the communications market, different customers call for cables of various lengths, making lightweight and rugged reels a necessity to support any length or type of cable. Buyers may need reels for cables that range from 400 feet to 2,000 feet, while also needing portable and easy-to-move reels to support their heavy cable. When Tower needed a high-capacity, durable reel to handle long lengths of a unique hybrid SMPTE fiber optic cable, they turned to Hannay, and the AVF Series of reels was developed.

Working with Tower, the Hannay team developed two reels to meet different needs within the industry. The AVF-14 is a lightweight, handheld reel, able to hold up to 350 feet of SMPTE cable, while the AVF-18 is a more robust reel, holding up to 1,000 feet of SMPTE cable, available with wheels, and stackable. A key factor in the development of these reels was precision manufacturing of the cable reel center hub to maintain the critical bend radius of fiber optic SMPTE cables.

These lightweight and compact reels have a unique storage area with protective grommet for easy access to lead out cable, while also keeping dirt and debris out. They are the only industry cable reels with a hub that allows the pass-through of SMPTE connectors. Both series have proven to be reliable across all markets for Tower.

The AVF-14 Series and AVF-18 Series, with Tower's Complex fiber assemblies, are most common on remote production trucks, supporting live college events, sports events, and even the Olympics.

"Our customers expect high-quality, reliable reels for their cables and equipment," said Daniel Coscarella, Product Director for all of Tower's manufacturing brands. "Hannay provides industrial-strength reels that can withstand various types of environments, whether that be at a professional sports game, in the sand in the desert, or on the back of a ship."

These customizable reels come equipped with optional handles, casters, stacking capabilities, and storage to protect the cable, while also being designed to meet proper bend radius for fiber assemblies.

The AVF Series is just one of many Hannay reels that Tower provides to its customers. With so many different options and cable types, each customer has a different need, and Hannay is happy to help Tower respond to those needs.

"Tower Products has relied on Hannay Reels to deliver top-of-the-line products for decades," said Coscarella. "As the cable industry is ever-evolving, Tower has been able to adapt to shifting industry demands. Our relationship with Hannay Reels allows that to continue to happen."

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Customer

Tower Products Incorporated
markertek.com
tecnc.com

Location

Saugerties, NY

Customer Challenge

Designing top-quality products for the video broadcasting industry

Hannay Solution

AVF-14 and AVF-18 reels

"Tower Products has relied on Hannay Reels to deliver top-of-the-line products for decades."

– Daniel Coscarella,
Product Director, Tower Products

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The reel leader.