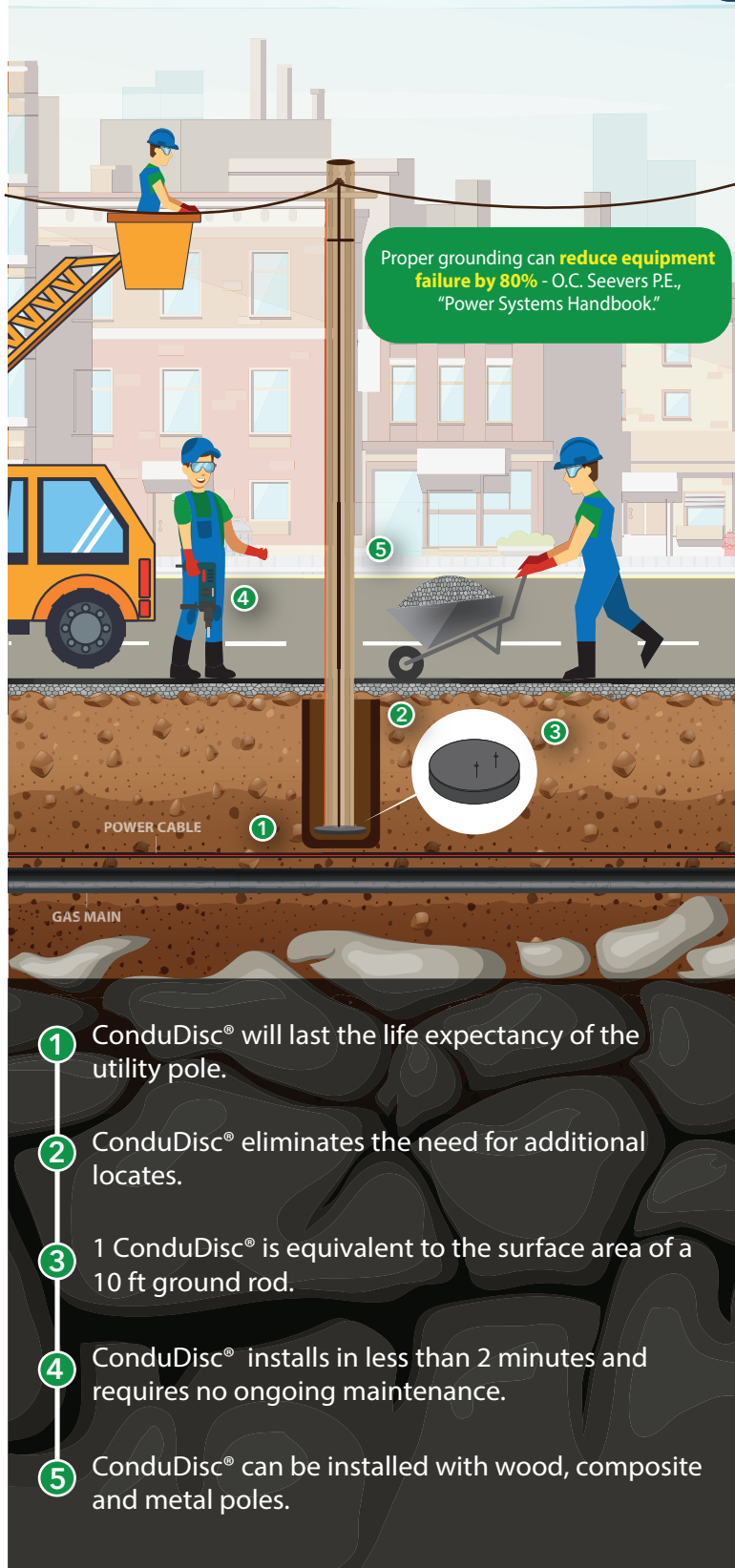


# ConduDisc® vs Ground Rod



Proper grounding can **reduce equipment failure by 80%** - O.C. Seevers P.E., "Power Systems Handbook."

- 1 ConduDisc® will last the life expectancy of the utility pole.
- 2 ConduDisc® eliminates the need for additional locates.
- 3 1 ConduDisc® is equivalent to the surface area of a 10 ft ground rod.
- 4 ConduDisc® installs in less than 2 minutes and requires no ongoing maintenance.
- 5 ConduDisc® can be installed with wood, composite and metal poles.



The **national cost of power interruptions and power quality**, developed by the Electric Power Research Institute (EPRI) and the U.S. Department of Energy (DOE), is an estimated **\$26B - \$400B annually.**

**1 electric shock costs \$250K** in direct and indirect costs, according to OSHA.

- 1 Ground rods require replacement due to corrosion.
- 2 Ground rod installations risk hitting buried infrastructure, which can be fatal or result in life-changing injuries.
- 3 Ground rods get cut/obstructed.
- 4 Ground rod corrosion increases safety risk to employees and the public.
- 5 Ground rods require additional locates and can't be installed in rocky terrain.