

# Information Release

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## For immediate release

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## Protect your business from a power surge

**Jewelers Mutual Insurance Company, Neenah, Wis.** – Is your business equipment protected from the damage an electrical power surge could cause? Power surges happen more often than you may think and can severely damage your equipment and disrupt your business. According to Jewelers Mutual Insurance Company, jewelers have reported a *record number* of equipment breakdown claims in 2009.

Cathy Calhoun, owner of Calhoun Jewelers in Royersford, Penn., and a Board member for Jewelers Mutual, is one of those jewelers. She experienced a significant loss when a power surge caused damage to several pieces of machinery and electronic equipment in her jewelry store. According to Cathy, this incident caused an incredible disruption to her life and operations. “I cannot even focus on the business of selling jewelry now—even a full month after the initial incident,” she said.

Not only have claims for equipment breakdowns increased, but the average cost per claim has also grown. The majority of claims are the result of electrical power surges that damage equipment.

If your computer system is damaged, the cost including your Point-of-Sale software, could easily exceed \$10,000. Wax model/molding machines can cost \$30,000 or more. Laser welders cost in excess of \$25,000. Even microscope losses can be in the thousands. As a jeweler, these are just a few of the

electronic tools and equipment that are vulnerable to damage. Failure of these tools can add up to very substantial losses.

The use of relatively inexpensive Surge Protection Devices (SPDs) could prevent most of these claims. SPDs are designed to absorb and divert high-current surges to a ground, bypassing and protecting equipment. You should install them on each critical and costly piece of machinery or electronic equipment. The total cost to properly equip your facility with appropriate surge protection will often be less than the deductible on your insurance policy.

You can typically purchase *Surge Protection Receptacles* or *Surge Protection Power Strips* for as little as \$50. To use them, you simply plug equipment into these devices. *Surge Protection Panels* should be installed near the main circuit panel where the power enters the facility. These cost approximately \$500.

Surge protection is an effective and inexpensive way you can potentially eliminate very costly equipment damage and the related down time associated with a power surge incident.

For more information about protecting your facility and equipment from electrical power surges, contact a reputable electrical contractor in your area or the Jewelers Mutual Loss Prevention Department at 800-558-6411.

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*[Jewelers Mutual Insurance Company](http://www.jewelersmutual.com) is the only company specializing exclusively in jewelry insurance in the United States and Canada. The American Gem Society and Jewelers of America exclusively endorse Jewelers Mutual. Its continued A+ Superior rating from A.M. Best reflects the company's strong financial position. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsmen, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, in the United States and Canada. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 200,000 individual policyholders carry \$3 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at [www.jewelersmutual.com](http://www.jewelersmutual.com). Logos, photos, and graphics are available in the newsroom at [JewelersMutual.com](http://JewelersMutual.com).*

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