

Dealer Pricing And Resource Catalog

as of
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Juice Goose manufactures ten models in the JG and RP Series which provide a broad array of features and price points. Some of those are also available with custom, private label graphics.



POWER SEQUENCING AND CONTROL - Page 2

The CQ Series consists of seven models of autonomous power sequencers that interconnect on an easy to use, plug-and-play basis. Accessories include the new RC5-KP, keyless remote control module.



WEB BASED POWER CONTROL - Page 5

The iP Series models offer web based remote control and monitoring of AC power. An on board web server provides immediate functionality. UDP or TCP communications allow text based commands over the Internet. RS232 connection is available (except iP-1). Commercial AV control modules are available from a number of sources.



CUSTOM POWER DISTRIBUTION - Page 6

Juice Goose has earned loyal admiration from major systems integrators for its custom assembly of multiple circuit power strips. PD Series units currently power AV systems in major theme parks and sports venues all over the world.



UPS BATTERY BACK-UP - Page 9

Offerings include slim line lithium ion design, single rack space line interactive and on line models with advanced remote control and monitoring features. Juice Goose has decades of experience with UPS application and sales.



PROVEN POWER CONDITIONING - Page 11

Published test results show the superior performance of the Juice Goose RX Series at reducing voltage surges and line noise on the power and ground lines. Also available are isolation transformers and ground loop elimination products.



AUDIO AND DATA LINE SURGE PROTECTION - Page 11

Juice Goose offers products which provide protection from power surges on low voltage power and signal lines. Most vulnerable are speaker leads and POE data lines.



Horizontal Power Distribution



Suggested
Retail

JG Series Commercial Grade

<p>JG Jr 15 Amps 6 Outlets</p>	<p>\$ 77</p>		<p>Economical power distribution with six outlets and a 15 amp capacity. Base level spike and noise suppression. One year warranty. (Other Juice Goose products have a three year warranty.) Six foot power cord.</p>
<p>JG 8LED 15 Amps 8 Outlets</p>	<p>\$ 155</p>	<div style="border: 1px solid black; border-radius: 5px; padding: 2px; display: inline-block; margin-right: 5px;">LED Lights</div> 	<p>Eight outlets on the back of the chassis, rotated 90 degrees to fit "wall wart" power supplies. Two long lasting, cool LED rack lights that are dimmable and housed in black steel tubes that rotate to direct lighting as needed. Both slide inside the chassis when not in use. Fifteen amp capacity. Base level spike and noise suppression. Six foot power cord.</p>
<p>JG 9 15 Amps 9 Outlets</p>	<p>\$ 92</p>		<p>The JG 9 features an unswitched outlet on the front of the chassis plus eight outlets on the back, rotated to fit "wall wart" power supplies. It has a fifteen amp capacity with basic surge and noise suppression and a six foot power cord.</p>
<p>JG 9NS 15 Amps 9 Outlets</p>	<p>\$ 92</p>		<p>No Switch. The new JG 9NS has no switch, but includes all the other features of the JG9 model, including an outlet on the front of the chassis and eight outlets on the back, rotated to fit "wall wart" power supplies. It has a fifteen amp capacity with basic surge and noise suppression and a six foot power cord.</p>
<p>JG 11-15A 15 Amps 11 Outlets</p>	<p>\$ 146</p>		<p>Eleven outlets in total: one unswitched and nine switched on the back, one unswitched on the front. Circuit breaker on the front of the chassis. Base level spike and noise suppression. Fifteen amp capacity. Fifteen foot power cord.</p>
<p>JG 11-20A 20 Amps 11 Outlets</p>	<p>\$ 176</p>		<p>Eleven outlets in total: one unswitched and nine switched on the back, one unswitched on the front. Circuit breaker on the front of the chassis. Base level spike and noise suppression. 20 amp capacity. Fifteen foot power cord with a NEMA5-20P plug (requires a 20 amp receptacle).</p>

<p>JG Series Custom</p>	<p>Private Label Power Distribution</p> 	<p>Private label power distribution. Display your logo and company contact information. Save the rack space and cost of an ID panel. A professional image on a high quality power distribution product makes a great impression. Prices and terms for 20, 50 and 100 piece orders.</p>
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RP Series Professional Grade

<p>RP 100 15 or 20 Amps 10 Outlets</p>	<p>Suggested Retail</p>	<p>RP100-15A \$ 399 RP100-20A \$ 419</p> 	<p>Rackpower 100 features one AC receptacle on the front and nine on the back, rotated for wall warts - including four with extra wide spacing. USB ports on the front and back allow LED rack lights or power connection for MP3 players or smart phones. Power meter reports volts and amps (selectable). AC surge protection includes RSP, a replaceable surge protection module inside the unit and an LED indicator on the front panel. This product is assembled into a rugged Tour Class(tm) chassis. Available in fifteen amp (RP100-15A) or twenty amp (RP100-20A) models. Made in America.</p>
<p>RP 200 15 or 20 Amps 10 Outlets</p>	<p>Suggested Retail</p>	<p>RP200-15A \$ 432 RP200-20A \$ 449</p> <div style="border: 1px solid black; border-radius: 5px; padding: 2px; display: inline-block; margin-right: 5px;">LED Lights</div> 	<p>Rackpower 200 adds cool LED light tubes. Features one AC receptacle on the front and nine on the back, rotated for wall warts - including four with extra wide spacing. USB ports on the front and back allow LED rack lights or power connection for MP3 players or smart phones. Power meter reports volts and amps (selectable). Includes multi stage AC line filtration and surge protection in a reinforced, Tour Class(tm) chassis. Available in fifteen amp (RP200-15A) or twenty amp (RP200-20A) models. Made in America.</p>

Power Control and Communication

Suggested Retail

Power Sequencing

CQ 1515 15 Amps \$ 499

CQ 1520 20 Amps \$ 535

7 Outlets



Sequenced 15 or 20 amp AC power with self contained control circuit. Works alone or plug and play with other CQ units. Three sequences and seven AC outlets. Local or remote activation with contact closure or Juice Goose RC5. Features a replaceable surge protection module with front panel indicator LED. [Made in America.](#)

CQ 1515-RX 15 Amps \$ 669

CQ 1520-RX 20 Amps \$ 729

7 Outlets



Reduce ground line surges to 1/2 volt with proven AC surge protection combined with a power sequencer. This has all the features of the CQ 1520 plus Juice Goose RX Series surge protection and filtration with test validated performance on hot, neutral and ground lines. Compare with SurgeX SEQ 1U. [Made in America.](#)

CQ 2200 \$ 299

20 Amps
4 Outlets



Two sequences and four AC receptacles. Meant to be hardwired, but can accommodate a power cord (not included). Good for small systems requiring only 2 sequences. Also good for staging multiple amplifiers on a single circuit. [Made in America.](#)

CQ 3000 \$ 487

30 Amps
1 Outlet



Thirty amp capacity. Features 10 AWG, hard wired input and NEMA L5-30R output. Power activation with extra strong motor start relay. Same plug and play features as other CQ units. [Made in America.](#)

CQ-1 \$ 238

15 Amps
2 Outlets



An in wall power sequencer to add remote control without rack mounting or external boxes. Includes a 3-gang utility box. Can be mounted in any standard 3-gang enclosure. Works in concert with other CQ devices with plug and play functionality. Great to turn remote powered speakers on and off with the rest of the audio system. Specify white or black. [Made in America.](#)

CQ PD1-4 \$ 595

80 Amps
8 Outlets



Normally Mounts Vertically

Contains 4 sequenced 20 amp circuits which can be wired directly to a breaker panel. Plug and play with other CQ devices. No external controller required. Thirty two inch long chassis normally mounts vertically and includes forty eight inch wire harness with four hots, four neutrals and one ground. Eighty amp capacity. [Made in America.](#)

Solo Remote Control Sequencer

SQ-1500 \$ 282








15 Amps
7 Outlets



Sequenced 15 amp power best suited for single rack systems. Provides timed sequence up and sequence down. Lacks the easy integration in multi location systems found with the CQ1520 and other CQ Series products. Can be controlled with front panel switch or remote latching contact. See the Juice Goose RT-REL for remote control options. Includes AC line filtration and protection.

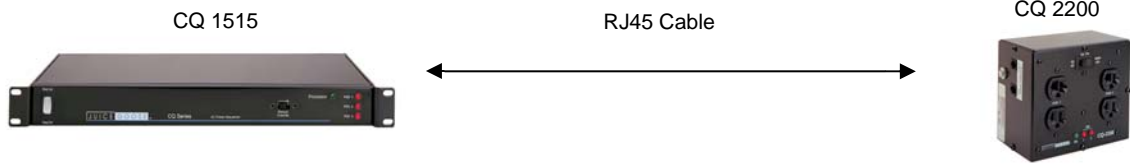
Suggested Retail

Remote Control and Monitor Accessories

<p>RC5-KPA</p>	<p>\$ 183</p> 	<p>Remote control and monitor for CQ products. Fits in a Decora faceplate. Three button analog operation sequences a CQ system up by pushing button "One" twice. Button "Two" causes the sequence process to pause. Button "Three" sequences the system down. LEDs report sequence completion status. Connects with RJ45 cable. Requires no additional power supply. Made in America.</p>
<p>RC5-KPS (Secure)</p>	<p>\$ 183</p> 	<p>Remote control and monitor for CQ products. Fits in a Decora faceplate. Secure three button operation controls a CQ system by inputting a four digit code, determined by the user during setup. A specified combination of four digits (using "One", "Two", or "Three") controls the power sequencing process up or down. LEDs report sequence completion status. Connects with RJ45 cable. Requires no additional power supply. Made in America.</p>
<p>RC5 RM (Key)</p>	<p>\$ 160</p> 	<p>Rack mounted remote control and monitor for CQ products. Key switch security or convenient rotary knob. LEDs report sequence operation and status. Requires no additional power supply. Made in America.</p>
<p>RC5 RM-RS (Knob)</p>	<p>\$ 145</p> 	<p>Rack mounted remote control and monitor for CQ products. Key switch security or convenient rotary knob. LEDs report sequence operation and status. Requires no additional power supply. Made in America.</p>
<p>RC5 WM (Key)</p>	<p>\$ 149</p> 	<p>Wall mounted remote control and monitor for CQ products. Key switch security or rotary knob. LEDs report sequence operation and status. Fits in single gang switch enclosure. Requires no additional power supply. Made in America.</p>
<p>RC5 WM-RS (Knob)</p>	<p>\$ 143</p> 	<p>Wall mounted remote control and monitor for CQ products. Key switch security or rotary knob. LEDs report sequence operation and status. Fits in single gang switch enclosure. Requires no additional power supply. Made in America.</p>
<p>RC DM-1</p>	<p>\$ 169</p> 	<p>This accessory for the CQ Series provides remote control connection to a latching dry contact fire alarm trigger. The opening of a contact across the "Alarm Trigger" terminals on the RC DM-1 will cause all CQ Series sequencers on the output of the device to sequence down. They will automatically sequence up once the alarm condition is removed. Made in America.</p>
<p>RC DM-3</p>	<p>\$ 388</p> 	<p>Enhanced remote control combiner. Plug and play installation for remote control from three (3) locations. Also provides connection to external alarm systems for easy, orderly sequence down in the event of an emergency situation. Made in America.</p>
<p>RT-REL</p>	<p>\$ 59</p> 	<p>Use AC current to trigger a NO or NC dry contact closure. Useful for controlling SQ or CQ Series sequencers via iP. The RT - REL features a three position terminal strip with normally open (NO), common (C) and normally closed (NC) positions. The power cord connects to any switched AC outlet. When current is applied to that outlet the contacts change status, closing the open position and opening the closed one. Made in America.</p>

A Few Examples of CQ Series Applications

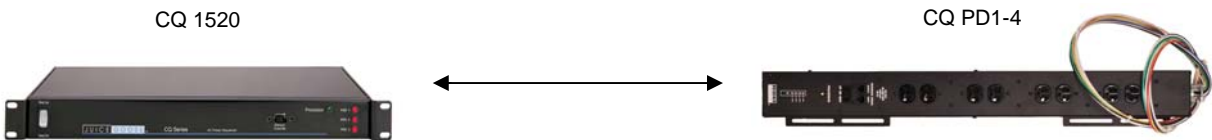
Two circuits. Five sequences.



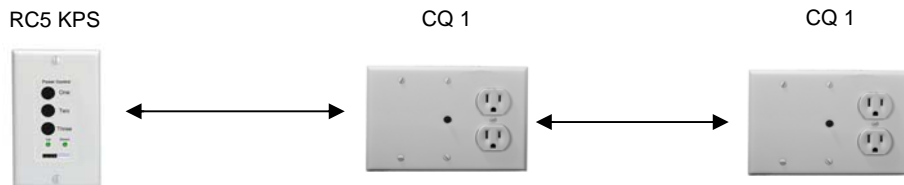
Three circuits. Seven sequences.



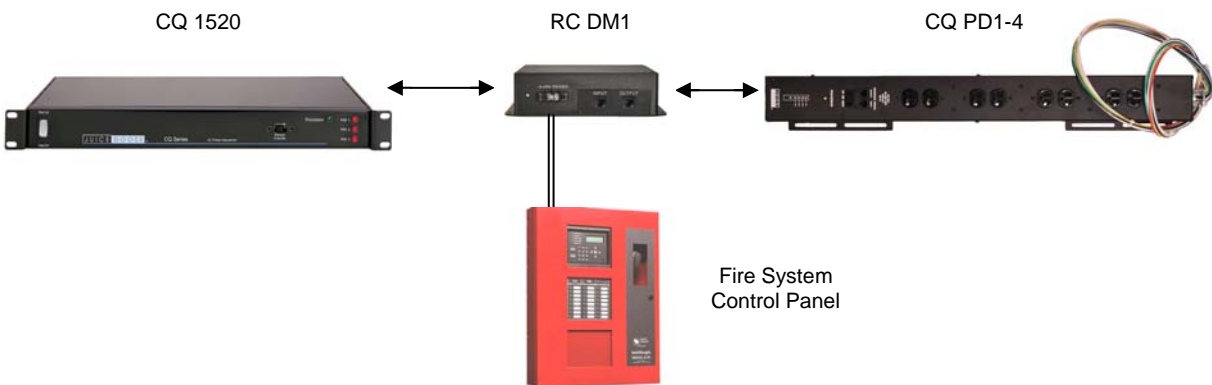
Five circuits. Seven sequences.








Two circuits. Two sequences.



Five circuits. Seven sequences. Auto alarm sequence off.



Web Based Power Control & Monitoring

iP 50 15 Amps 3 Outlets	\$ 329 	The iP 50 provides web based power control in a slim line enclosure to fit behind video displays and other small spaces. Two separate receptacles can be turned on or off individually using the on board web page graphics or via text commands over TCP / UDP protocol. Made in America
iP 50-RX 15 Amps 3 Outlets	\$ 499 	The iP 50-RX combines convenient web based power control in a slim line enclosure with state of the art surge protection on line, neutral and ground. Two separate receptacles can be turned on or off individually. Reduce ground line surges to 1/2 volt with proven AC surge protection. Made in America
iP 1515 15 Amps iP 1520 20 Amps 7 Outlets	\$ 699 \$ 741 	Turn on and off three individual Power Pods from anywhere on the planet through Ethernet or RS232. Individual sensors on each Pod report current levels. Also features a replaceable surge protection module with a front panel indicator LED. Fifteen or twenty amp capacity. Made in America.
iP 1515-RX 15 Amps iP 1520-RX 20 Amps 15 or 20 Amps 7 Outlets	\$ 1030 \$ 1065 	Reduce ground line surges to 1/2 volt with proven AC surge protection combined with reliable, practical web based power management in this best of breed product. This has all the features of the iP 1520 plus Juice Goose RX Series surge protection and filtration with test validated performance on hot, neutral and ground lines. Compare with Middle Atlantic RLNK-SW820R-SP Made in America.
iP PD1-4 80 Amps 8 Outlets	\$ 903  Normally Mounts Vertically	Turn on and off and monitor four 20A circuits through Ethernet or RS232. Individual sensors on each Pod report current levels. Thirty two inch long chassis normally mounts vertically and includes forty eight inch wire harness with four hots, four neutrals and one ground. Eighty amp capacity. Made in America.

iP Series Communication and Control Options



Extron.



QSC™



savANT
NOW YOU CAN



The above logos are the property of their respective corporations, not the property of Juice Goose.

Custom Vertical Power Distribution

Suggested
Retail **

PD Series

PD1A

12
Duplex Receptacles

\$ 475



The PD1A has 12 duplex receptacles in a 60 inch long chassis. Typical wire harness enclosure is 3/4 flexible metal conduit. Circuits are rated at twenty amps each.

[Made in America](#)

PD1B

6
Duplex Receptacles

\$ 371



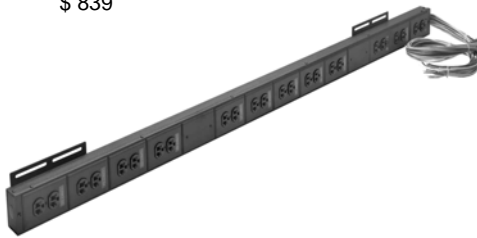
The PD1B has 6 duplex receptacles in a 30 inch long chassis. Typical wire harness enclosure is 3/4 inch flexible metal conduit. Circuits are rated at twenty amps each.

[Made in America](#)

PD3

14
Receptacle Positions

\$ 839



The PD3 has 14 receptacle positions in a 65 inch long chassis. Receptacles may be duplex, or twist lock - twenty amp or thirty amp. Typical wire harness enclosure is 1 inch flexible metal conduit. Multi position mounting brackets adapt to many installation designs. [Made in America](#)

PD3B

6
Receptacle Positions

\$ 645



This is a smaller version of the versatile PD3, featuring six receptacle positions which may be duplex or twist lock, with twenty amp or thirty amp ratings per circuit. [Made in America](#)

Custom Pricing and Specifications

The PD Series products are custom assembled to specifications provided by the customer for an individual installation project. As such, they are non-cancelable and non-returnable items.

** The above base prices include the chassis and standard NEMA 5-20R duplex receptacles. There are additional charges for wire harness length, power cords, isolated ground (IG) receptacles and other options.

See the PD Series Menu on the next two pages for a list of feature options and associated costs. The Juice Goose PD Series Menu can also be downloaded from the juicegoose.com web site or obtained by contacting Juice Goose. Features may also be communicated via design documents created by an AV consultant or integrator. Contact Juice Goose for pricing and / or design assistance. (info@juicegoose.com, 713-772-1404)

PD SERIES CUSTOM CONFIGURATION CHART

CUSTOMER _____

JOB or PO _____

RACK or PD _____

Use this side of the MENU to indicate any special circuit configurations. If a non-standard or special arrangement of circuits is required, this form may be used to make such an indication. This is particularly helpful when ordering a PD3, since so many variations are possible, including thirty amp circuits and twist lock connectors. Thirty amp circuits will have NEMA L5/30R receptacles unless otherwise requested. Use the MENU on the other side of this page for most design specifications.

Additional comments or requirements not listed on this page: _____

PD1A	CIRCUIT NUMBER	PD1B	PD3B	CIRCUIT AMPS NUMBER	PD3
		6 Positions Duplex Only	6 Positions Duplex or Locking		
12 Positions Duplex Only					14 Positions Duplex or Locking

UPS Battery Back Up

Additional models and accessories are available.

	VA	Watts	Amps	Run Time Minutes*	Suggested Retail	
ULTRA SLIM. LITHIUM ION BATTERIES.						

SL-350 Ultra Slim	350	200	2.9	6/12	\$ 387	
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Lithium ion battery technology makes this ultra slim UPS possible. The SL-350 measures only 7" x 9" x 1.25". It can support a 200 watt load for six minutes with fully charged batteries.



LINE INTERACTIVE. SMALLER PHYSICAL SIZES.						
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KIN-1000 One Rack Space	1000	600	8.3	2/10	\$ 399	
KIN-2200 3.5" x 14" chassis	2200	1320	18.3	3/11	\$ 599	

KIN 1000



KIN 2200



Line interactive design regulates incoming voltage, provides AC line noise filtration and 320 Joules of surge protection. The UPS switches to battery when utility power fails. KIN 1000 fits in a single rack space. KIN 2200 is rack mountable in with only 14" chassis depth.

LINE INTERACTIVE. HIGH EFFICIENCY. MORE OPTIONS. THREE YEAR WARRANTY.						
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SBN-08001	800	720	6.7	3/10	\$ 379	
SBN-15001	1500	1350	12.5	3/10	\$ 539	
SBN-20001	2000	1800	15.0	3/10	\$ 699	
SBN-30001	3000	2700	25.0	3/10	\$ 899	



High efficiency 0.90 power factor yields higher wattage output for better energy conservation and lower operating costs. Line interactive design provides voltage regulation with a less expensive UPS architecture. Front panel LCD display reports power and UPS status. SBN models have local or LAN management and monitoring capabilities. An optional network card and additional battery packs are available.

ON LINE. HIGH EFFICIENCY. FREE FREIGHT. THREE YEAR WARRANTY.						
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SCV-10001 Free Freight	1000	900	8.3	3/10	\$ 729	
SCV-20001 Free Freight	2000	1800	16.7	3/10	\$ 949	
SCV-30001 Free Freight	3000	2700	25.0	3/10	\$ 1,299	



High efficiency 0.90 power factor yields higher wattage output for better energy conservation and lower operating costs. On-line design provides a buffer from power transients on hot or neutral power leads. Connected equipment is powered from the battery 100%. Utility power is used only to charge the battery. Front panel LCD display reports power and UPS status. SCV models have Local or LAN management and monitoring capabilities. An optional network card and additional battery packs are available. Free freight shipment in the continental US.

Accessories For SBN and SCV Series Models

SBN and SCV SERIES ACCESSORIES

	USE WITH	RUN TIME	Suggested Retail		
EXTERNAL BATTERY PACK SCV-BAT-1K	SBN-8001, SBN-11001, SCV-10001	18 MINS @ 1000VA	\$ 599		
EXTERNAL BATTERY PACK SCV-BAT-2K	SBN 15001, SBN 20001, SCV-20001	18 MINS @ 2000VA	\$ 799		
EXTERNAL BATTERY PACK SCV-BAT-3K	SBN-30001, SCV-30001	18 MINS @ 3000VA	\$1099		
SNMP NETWORK CARD SCV-SNMP	Required for WAN access using ViewPower software (provided).		\$ 229		
RACK MOUNTING RAIL KIT SCV-RAIL	Often needed to provide additional mounting support for heavy UPS models.		\$ 99		

SBN and SCV SERIES ADDITIONAL SPECIFICATIONS

BATTERY RUN TIME The duration of battery power supplied by a UPS depends on the size of the batteries relative to the amount of load placed on it. Run times are quoted for full-load and half load conditions. When additional UPS run time is required, SCV-BAT external battery packs listed above are available. For even longer run times, contact Juice Goose.

MOUNTING All models can be installed vertically as a mini tower, rack or wall mounted. Rack mounting usually requires a SCV-RAIL accessory mounting kit to secure the weight of the UPS from the front and rear mounting rails. Other mounting options require the multiple position mounting bracket included with the UPS. Before purchasing or installation refer to the specifications and manual for a particular model.

SBN and SCV REMOTE COMMUNICATION AND CONTROL

SBN and SCV Series models have extensive remote monitoring and control capabilities in either local, LAN or WAN configurations. Local and LAN monitoring and control are possible with either a) the front panel LCD display, b) text based communications over a telnet serial link or third party control systems, or c) the *ViewPower* utility software featuring an easy to use GUI. WAN connection requires a SCV-SNMP or similar Ethernet connected network card. Information is available regarding a range of UPS status variables. Outlets can be turned on and off and UPS settings can be changed.

Outlet Control - SBN and SCV Models feature two banks of AC outputs. One bank is programmable and can be turned off and on independently of the other. Alternately, *Shutdown* and *Cancel Shutdown* commands will turn off and on both banks of AC outputs at the same time.

RS232 Text Commands and Queries – Thirty nine commands and queries are described in the *RS232 Command Data Sheet*, providing a broader range of monitoring and control than is available using the GUI software. Outlet Bank #1 can be turned off and on independently. Both outlet banks can be turned off and on with *Shutdown* and *Cancel Shutdown* commands. General information can be obtained regarding UPS ratings and settings as well as the status of the line voltage, battery voltage and AC output receptacle.

ViewPower Software – A CD containing this software is included with every SBN and SCV Series UPS. While not as comprehensive as the RS232 monitoring and control, *ViewPower* provides a simple GUI dashboard with commonly required features including AC outlet control and UPS status monitoring.

WAN Network Card - The accessory item, SCV-SNMP, installs in an expansion slot on the back of the SBN and SCV UPS. Utilizing the *ViewPower* software provided with the UPS, this network card allows power and system control and monitoring.

Power Conditioning

Suggested Retail

AC Power Line Protection

RX30
10 Amps
3 Outlets

\$ 219



Surge protection with RX Series Hybrid Filter Technology. Small package fits in small spaces behind video screens or above projectors. Maximum surge of 10.0 volts normal mode (L-N) and 0.50 volt common mode (ground). Line filtration reduces EMI and RFI interference. Published test results prove the effectiveness of this technology. Ten amp capacity with three NEMA 5-15R receptacles. The power cord has a right angle plug. Three year warranty. [Made in America.](#)

RX50
15 Amps
3 Outlets

\$ 319



The RX 50 provides all the surge protection and line filtration of the RX Series Hybrid Filter Technology in a slim line enclosure for installation behind digital video displays or in other small spaces. Three AC receptacles and a detachable power cord make this convenient surge protector easy to mount and connect. Reduce ground line surges to 1/2 volt with proven AC surge protection. [Made in America](#)

RX100
15 or 20 Amps
8 Outlets

RX100-15A \$ 481
RX100-20A \$ 506



Rack mounted RX Series Hybrid Filter Technology for surge protection and AC line noise filtration. Maximum surge of 10.0 volts normal mode (L-N) and 0.50 volts common mode (ground). Line filtration reduces EMI and RFI interference. Published test results prove the effectiveness of this technology. Choose fifteen or twenty amp capacity. Eight AC outlets on the back of the chassis. One on the front. Three year warranty. [Made in America.](#)

RX Series power conditioning products protect against major voltage spikes and surges as well as more frequent and less visible ground line (common mode) disturbances. Ground line protection is important because very low levels of common mode interference can disrupt the operation of a digital processor based electronics such as communication equipment, digital signal processors (DSPs) and computers. Unreliable operation, lockups, and "soft" failures occur far more frequently because of ground line interference than hardware damage from normal mode surges.

Audio Line Protection

LA-XX *
PCB-1B (Base)

\$ 92
\$ 21

LA-100
with PCB-1B Base



Protects two pairs of speaker leads with a connection for a ground wire. The unit is rated for operating currents up to five amps (350 watts at 70 volts) for each of two wire pairs. Bridging protects a single wire pair up to ten amps. The LA Series includes models designed for various peak voltages from under 15 to 100. See following pages for information regarding individual LA Series models.

Data Line Protection

LD-75

\$ 65



Provides silicon avalanche diode protection to all 8 conductors with RJ45 terminations. This device is rated for operating voltages up to POE levels and has a breakover (protection) threshold of 75 volts. It has been tested to 1 Gb with a BERT error rating of 1.5%. Ground line connection provides a safe path for dangerous surges on data lines.

TERMS Net 30 upon approval of credit. Credit cards accepted at time of purchase. All invoices are due and payable in Harris County, Texas.

WARRANTY
(Juice Goose) One Year for JG Junior. Three year conditional, transferable warranty for all other products. One year for circuit boards and electronic components. See warranty detail for additional terms. Applies only to Juice Goose products. See separate warranty statements for UPSs and any other distributed products.

RETURNS If you should need to return an item for a reason other than a warranty claim, Juice Goose and the companies we support will be as accommodating as possible. However, we request prior approval. The return period will be limited to 30 days from the invoice date. A 15% restocking fee will apply.

DISCLAIMER Juice Goose is not liable for damage or injury resulting from the use of its products in a manner inconsistent with provided documentation. Users should determine if particular products are adequate, suitable and safe for the application intended.

JUICE GOOSE STATEMENT OF VALUES

We believe our first responsibility is to our customers. In order to be able to conform to our other standards of performance we must be economically viable. So, in order to be competitive in meeting customers' needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must support us in this effort.

We are responsible to our employees, the men and women who work with us. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens – support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Adapted from the Johnson & Johnson Credo.



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