



Captain Jack Shannon, circa 1944, on an aircraft carrier in the East China Sea.

Seventy Years Building a Heritage of Quality, Responsibility and Vision

After flying missions during World War II from an aircraft carrier in the Pacific, Jack Shannon returned to the Midwest to start a battery manufacturing company in Kenosha, Wisconsin in 1946. Great Lakes Battery Company channeled his creative, manufacturing and business skills as the company became an important regional manufacturer. His innovative thinking led to more than 50 patents relating to battery design and manufacturing. Jack found inspiration in his childhood hero, Thomas Edison, who said *"There's a better way to do it better—find it."*

In the mid-60's Jack changed direction and began to specialize in making high quality battery components and accessories, and renamed his company Quick Cable Corporation. The same passion and vision that Jack provided to the original battery business brought focus to improved methods for forming connectors and cables for automotive, agriculture, industrial and stationary power applications. Today Quick Cable has registered more than 70 patents and continues to explore improved manufacturing and designs to optimize the energy storage industry.

Jack in front of his late 1940's Great Lakes Battery Co. delivery truck.

Jack wasn't just a businessman and engineer. He was a passionate outdoorsman who loved Midwest streams,

the Canadian wilderness, northern Wisconsin woods and the Great Lakes. He felt a responsibility to leave a legacy of good stewardship and responsible use in all activities, including his manufacturing business. Today, Quick Cable still models Jack's values. Our corporate headquarters and manufacturing plant in Franksville, Wisconsin includes a half-acre pond feeding a three acre wetland which is home to fox, mink, weasel, muskrat, white-tailed deer, Great Blue Heron, Canada Geese and coyote. The pond harbors bluegill, bass and mud turtles.



Jack, age 23, with a split-willow creel of Brook Trout.

Quick Cable believes that environmental impact extends beyond ponds and wetlands—that the impact of the products we make is just as important as the footprint where we make them. Our focus on quality and durability means that we make products that last—they aren't throwaway parts to be consumed and sent to a landfill. High quality products is a responsible environmental attitude. Today in addition to the legacy transportation industries, the company is focused on power generation, standby power and renewable energy. Jack Shannon died at age 89 in 2010, but he never lost interest in the business, the technology and the vision that was driving the company he founded.

As this catalog goes to press we are celebrating **Seventy** years of innovation, technology and leadership in providing key components to critical industries. We will continue to innovate and provide the best possible solutions to our markets in the most economical and responsible way possible. We think we have a pretty good start on the next **Seventy** years.



With manufacturing plants in the United States and Canada, Quick Cable is the world's largest and most complete manufacturer of battery connectors, cables, battery accessories and battery safety products for commercial and industrial equipment.