



Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

January 12, 2011

Stress in the Earth's crust creates faults. When there is a sudden movement of rocks along a fault, it causes vibrations that transmit energy through the Earth in the form of waves. These waves travel in the rocks below the surface of the Earth and are called body waves. The two types of body waves are primary, or P, waves, and secondary, or S, waves. The S waves, also known as shearing waves, move the ground back and forth resulting in earthquakes.

No one can be protected against every possible seismic event. Everyday researchers are finding new fault lines around the world, which can result in seismic activity; most recently, the earthquakes in Indonesia, Chile, and Mexico, and the collapse of the freeways in Oakland California and Southern California.

The QuakeGuardian® system was made for this reason. Bottles can move up and come down on to each other and break or move back against a hard surface and break. But with QuakeGuardian® installed on your wine rack, it will greatly reduce the destruction and loss of your collection!

QuakeGuardian® is a patented laboratory tested restraint system for protecting wine on racks during an earthquake. Lab results are very impressive and showed QuakeGuardian® to hold up well during a range of 7.0 - 8.0 magnitude. A 2-minute video at QuakeGuardian.com demonstrates the safe and secure system to help protect your wine collections from devastating damage. We also carry a brand new "EPDM" leash for the QuakeGuardians that will take even more abuse.

WineTagIt!® is a simple attractive system for labeling wine collections. WineTagIt!® is available with gold plated or black powder coated metal ring and a pocket the tag slides into. Simply fill out the tag, place it in the pocket and place WineTagIt!® around the neck of the bottle. Now your collection can be identified without disturbing the wine until chosen for use. This system can be used over and over again by just replacing the tag in the holder.



Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

## President Biography

Ed Schmidt was born and raised in the city of Novato, California, located in picturesque Marin County. Novato has often been referred to as "The Gateway to the Wine Country". Sonoma and Napa Counties lies just to the north on Highway 101. With over 340 wineries in Napa and Sonoma Counties alone, including world-renowned Sebastiani, Beringer and Silver Oak wineries, this is truly a beautiful place to live.

In 2008, Ed created Sterling Products, Inc., which was created and expanded from one idea, "To protect your collection of wine from damage during an earthquake".

Ed has always been an engineer at heart, and an inventor who likes to create things for him and his family. One morning while trying to sleep, an idea to make a wine rack at his house popped into his head. His next thought after building the rack was "earthquakes". "How do I protect the wine bottles from earthquakes?" Living in the state of California made this an important question. He could not get the thought out of his head. After some research, he discovered that no one made a product that would protect wine bottles from damage during an earthquake. Sure, there are wine racks that are built deeper and at a slight incline so the bottle has more room to move; but will this stop the wine bottle from being launched out the front of the rack during an earthquake?

His idea came to fruition as what we now call QuakeGuardian, a device that holds the wine bottles in place on the rack during an earthquake. In addition, he wanted a wine label system to help identify his wine. This idea became the "Wine Tag It!", a tag hanging from the neck of the bottle on which one can write down information about the wine.



Sterling Products, Inc.  
[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

## Sherwin Family Cellars by EmilyAvila.

You would be surprised at the dearth of earthquake-safe wine racks or wine storage systems available. For the last several years, we have stored our wine in a closet under the stairs in wine boxes. This was to prevent or minimize any breakage in case of a tremblor. That was fine as long as we had a manageable collection of wine. But DH has become quite a collector of wines, specializing in Italian varietals, over the years. And the simple task of getting a bottle for dinner would become a major athletic event as he moved wine box after wine box in search of the bottle he wanted.

Of course, he had our entire collection stored in a database. But that did not resolve the physical exertion required to reach the desired bottle.

My organizational sensibilities overwhelmed me, so I started looking for some solutions. NONE. Nothing that can securely keep your bottles in their little cubbies. Granted, you can get one of those fancy fridges (we have a small one in the kitchen...hardly enough for the overall collection). Or, like our friends, simply store the bottles in a "bank." But who wants to go to a storage facility every time you want a bottle for dinner—which is often around here.

So we bought one of those cheap pine build-it-yourself units and proceeded to customize it. We consulted with our friends PT & MA, both highly intelligent and PhD-educated do-it-yourself home improvement maniacs. We took measurements. We assembled prototypes. We drew plans. Back and forth to various hardware stores. Different solutions. Doors? Bungees?

I consulted with our general contractor who remodeled our kitchen. He happened to be over measuring windows for the new ones that are allegedly coming soon. He suggested a high shim to slightly lean the rack backward. OK. He reminded us we had to bolt the thing to the wall. OK.

Finally, after a few weeks of contemplation, we had a plan. Being we are not do-it-yourself home improvement maniacs, the project spanned several weekends. Seems every weekend we found better things to do than to empty out the dozens of wine boxes that now occupied the guest room. Soccer games (seems every game is a BIG game). Checking Facebook. Reading a book before book club. Perusing cookbooks. You name it.

First, to keep the bottles from flying out the back I bought some chicken wire metal cloth stuff. We staple-gunned sheets of it to the back. Then, we bolted the racks to the wall studs. And then we installed 200+ of these doo-hickey's that amounts to a ring around the bottle's neck attached to a rubber thingy that is thumb-tacked to the rack. I'll file that under "wish I'd invented it."



Quake Guardian thingamagigs

DH spent the evening moving the bottles on to the wine rack and updating the database. Now we

have a simpler letters & numbers system instead of "brown box, NW corner." Here are some before and after shots.





Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.  
[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

## Nick R. Wine Room. With 1,200 QuakeGuardians installed.

Nick used Two "EDPM" leashes per bottle.  
Nick used zip ties for speed of installation.





Protecting Your Investment.  
One Bottle At A Time!™



Sterling Products, Inc.

[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

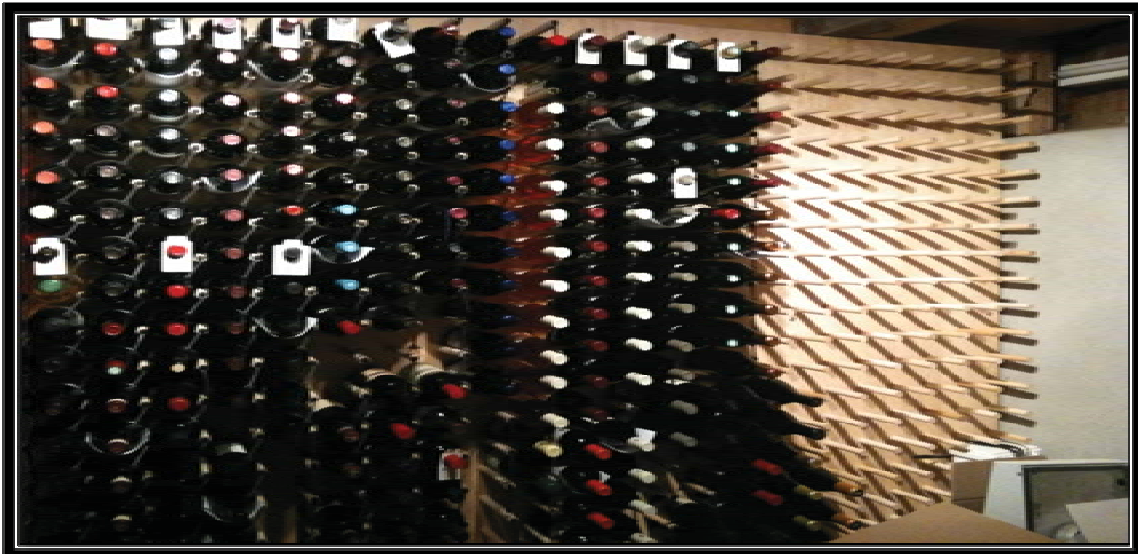
**Scot N. wine room. in Northern California.**

My house sits on top of the Rogers Creek fault, and is a few miles from the Maacama and San Andreas faults. The county's earthquake maps show nothing but red where my house sits when describing the potential for shaking and ground displacement.

I sleep easier at night knowing that my wine is protected by QuakeGuardian.

With 1000 bottles on display, there's a lot to lose.  
Fortunately, they're all leashed with QuakeGuardian.

Scot used wooden dowels with the new "EPDM" QuakeGuardian leash.



EPDM leash with O ring, screwed in to end of dowel with a lath screw.





Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

## Press Release January 2011

### QUAKEGUARDIAN™ SHAKES UP THE WINE INDUSTRY!!!

Company Name: Sterling Products  
President: Ed Schmidt  
Telephone No: 1-866-255-3145  
Email: [Ed@Quakeguardian.com](mailto:Ed@Quakeguardian.com)  
Website: [QuakeGuardian.com](http://QuakeGuardian.com) or [WineTagIt.com](http://WineTagIt.com)

Inventor and developer Ed Schmidt has designed two new wine related products: QuakeGuardian® and WineTagIt!® . US Patent # 7,234,254

QuakeGuardian® is a patented laboratory tested restraint system for protecting wine on racks during an earthquake. Lab results are very impressive and showed QuakeGuardian® to hold up well during a range of 7.0 - 8.0 magnitude. A 2-minute video at [QuakeGuardian.com](http://QuakeGuardian.com) demonstrates the safe and secure system to help protect your wine collections from devastating damage. **We also carry a brand new "EPDM" leash for the QuakeGuardians that will take even more abuse.**

WineTagIt!® is a simple attractive system for labeling wine collections. WineTagIt!® is available with gold plated or black powder coated metal ring and a pocket the tag slides into. Simply fill out the tag, place it in the pocket and place WineTagIt!® around the neck of the bottle. Now your collection can be identified without disturbing the wine until chosen for use. This system can be used over and over again by just replacing the tag in the holder.

Both products are currently available online at [QuakeGuardian.com](http://QuakeGuardian.com) and these locations:

- Artistic Wine Cellars in Marin.
- Bottle Barn in Santa Rosa.
- Benziger Winery in Sonoma, Wine racks America, online.
- Homewood Winery in Sonoma, Sterling Wine Online.
- Wine Hardware in Napa, Sonoma, Walnut Creek. JV Wine and Spirits in Napa.
- VineWineAccessories.com, Safe-T-Proof in Sylmar CA.

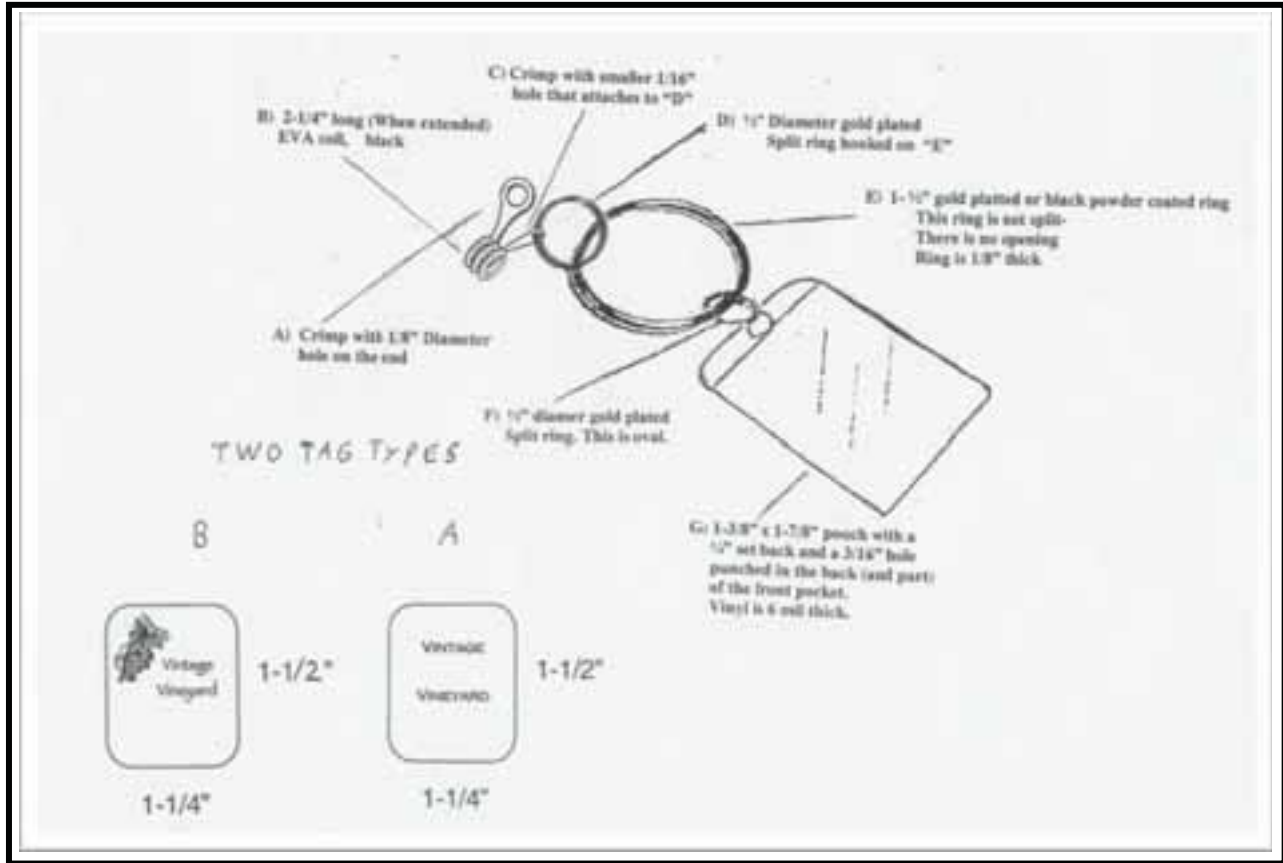


Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.

www.quakeguardian.com • 866.255.3145





Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

ANCO Engineers, founded in 1971, has performed seismic shake table testing on over 500 components used in power plants, telecommunication facilities, industrial facilities, and consumer products. ANCO also constructs and installs shake tables and other seismic test systems. Additional information on ANCO can be found at [ancoengineers.com](http://ancoengineers.com).

The results of testing Quake Guardian clearly showed that the Quake Guardian was able to protect the wine bottles from falling out at much larger earthquakes than the conventional wine rack. The Quake Guardian protected the bottles from several earthquakes of increasing size. It was clear that the conventional wine rack could spill out bottles during moderate earthquake events.

ANCO's observations also suggest the following:

- When mounting any wine rack to a wall make sure to use strong anchors or lag screws into the wood studs. The use of small plastic anchors or Molly type bolts into drywall only may not provide sufficient strength to keep the wine rack on the wall during a strong earthquake. Keeping the wine bottles in the rack is a very important requirement. But one must also keep the wine rack on the wall.
- ANCO also recommends that a sheet of drywall, plywood, or similar "soft" material be placed between the wine rack and the wall, if the wall is brick, concrete, or masonry. Earthquake induced motion of the wine bottles in the rack, even if they do not fall out, cause the bottles to knock against the back wall and could cause bottle breakage.
- ANCO also recommends that after an earthquake that both the wine rack anchorage and the "hoop and coils" of the Quake Guardian be inspected for possible loosening or damage, and replaced as needed. After a large earthquake it may be prudent to automatically replace all the hoops and coils.





Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.

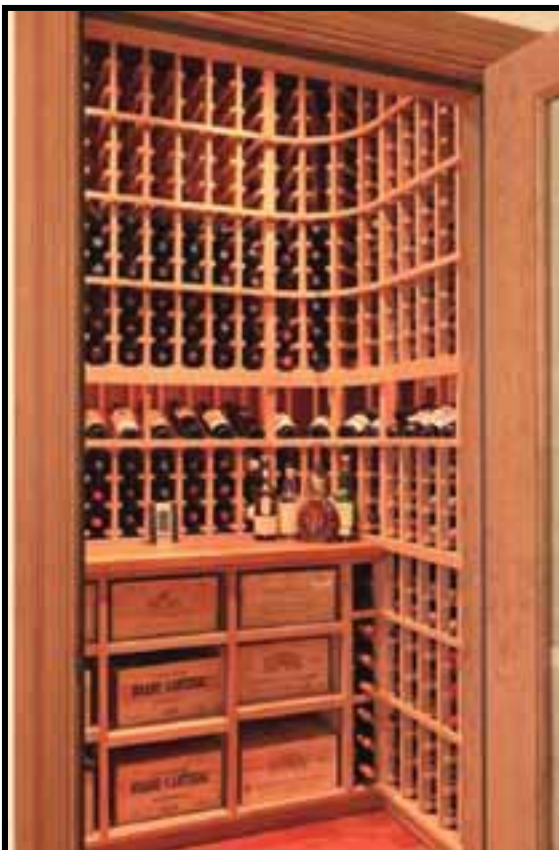
[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

I live less than five miles from the San Andreas Fault, so I consider Quake Guardian an essential part of my cellar!

The installation took some time, but went smoothly. I chose a model without attached tags. The components are discrete, yet have a high quality appearance.

Highly recommended for anyone in quake country!

**Rich S.**  
Northern California



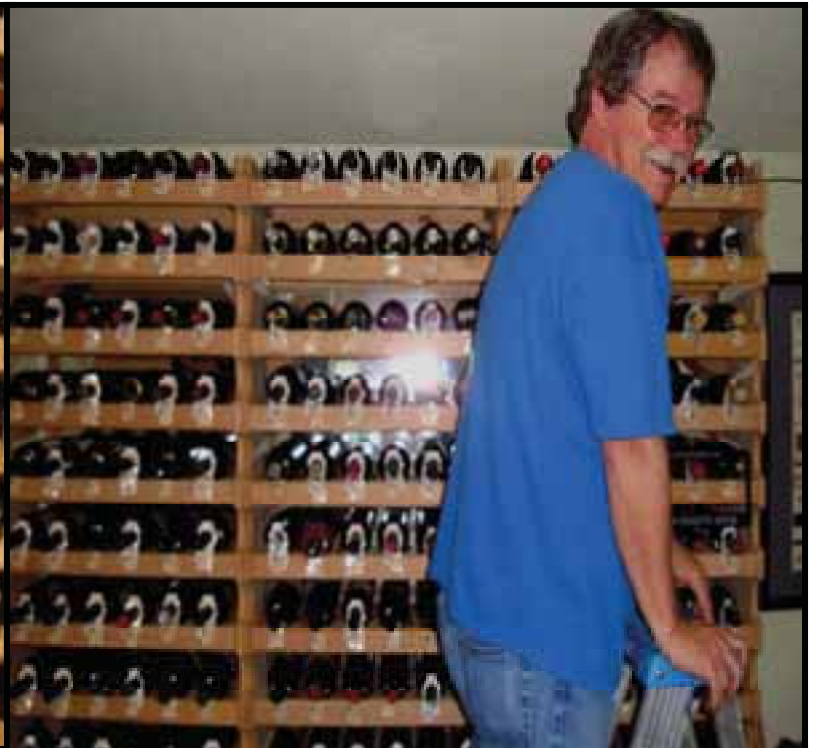
Quake  
Guardian

Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.  
[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

Steve L. Wine room  
Northern California



Quake  
Guardian

Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.  
[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145

Conrad G. Wine room  
Southern California



Quake  
Guardian

Protecting Your Investment.  
One Bottle At A Time!™



Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

Brian T. Wine room.  
Northern California





Protecting Your Investment.  
One Bottle At A Time!™



Sterling Products, Inc.

[www.quakeguardian.com](http://www.quakeguardian.com) • 866.255.3145



#### **Before and after shots of Emily's wine room in Northern California**

We have spent the last few weekends building a wine rack and figuring out how to secure it so the whole rack doesn't tip in an earthquake. It is shocking that no one has developed an earthquake safe RACK...perhaps your next product? I think with your guards plus the various modifications we've made to a build-it-yourself kit, we have made one. Everything else in the house will collapse but the wine will be safe!

Emily



Protecting Your Investment.  
One Bottle At A Time!



Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

Timothy G. Wine Racks in Southern California

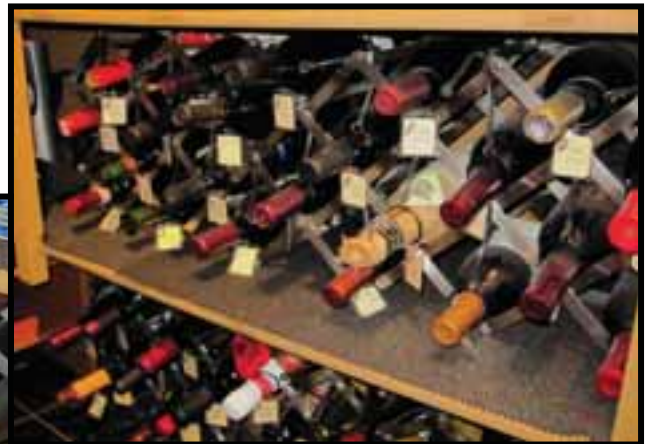
"After feeling the ripple effects of a 7.2 earthquake, I decided it was time to take some reasonable steps to protect my family. Buying Quakeguardian's product for holding wine bottles in place is just a smart idea. Not that my cheaper bottles of wine need protection, but I figure the glass from broken wine bottles stepped on in the dark after an earthquake, would certainly impact my family's ability to get out safely."

I love the product as it does what it says it does, they are easy to use, and fairly priced.

Timothy

Timothy has the wine racks attached to the wall.

The QuakeGuardian's are attached with cable ties.





Sterling Products, Inc.  
www.quakeguardian.com • 866.255.3145

### Comments about the QuakeGuardians.

I'm looking at solutions to safeguard my wine. My existing racks have been through some small earthquakes with no problem, but I'm building out new racks and am interested in your product. I have almost 400 bottles of wine.

\*

\*John K, From Northern California.

### Comments about the WineTagIt!

I did get the tags in time for Christmas so that was much appreciated. They are great and exactly as displayed on your website. They are going to work great in our cellar. I will be needing some more but want to get these once in place and then I can see what I will need. I also would like to look at your earthquake racking system. There may be a need for some of that as well.

Once again, thank you very much and happy holiday.  
Thanks

Scott O, From **Canada**