

[Should you believe what the competition says about Thor Guard?](#)

Over the last 14 months, we have received calls from current and potential customers commenting on the misrepresentation of Thor Guard products by a certain competitor. Management has also heard and experienced, first hand, these same falsehoods discussed during this company's "Lightning Seminars". At one such event in South Florida, my Sales Manager, who is a PGA Professional, challenged the speaker on one of these false representations. Among other things the speaker stated that power tools would force Thor Guard to sound the Red Alert horn warning. When the speaker was asked specifically what power tool, he could not provide any answer what-so-ever. We believe that any significant purchase requires some serious research into a company's background, customer base and study of their website. Thor Guard is no exception! If we had not been contacted by some potential customers who wanted clarification regarding many of these "falsehoods" presented as facts, those customers may have made a serious mistake and purchased a system from the competition for the wrong reasons. After all, we are discussing a vital safety product designed to save lives!

Power tools do not cause Thor Guard to go off. Also included in a list of devices which do not trigger a Thor Guard to blast a Red Alert, contrary to this competitor's claims, include lawnmowers, dump trucks, hedge trimmers and fireworks. Another false claim this company makes to current and potential customers is that Thor Guard systems are always going into false alerts. Doesn't happen! Thor Guard has been in this business for more than 43 years. If these devices caused our system to react we would not be here today. Those of you who are customers can testify to the fact that these devices, and others, do not cause our system to react. I invite any of you who support and use Thor Guard to write to us and confirm our position.



Thor Guard has been the AJGA's choice for lightning prediction equipment needs since 1998. We have used detection systems in the past and Thor Guard is clearly a more accurate way to keep everyone safe. Over the years we have experienced many Thor Guard warnings with no obvious reason to discontinue play. We always trust the system and evacuate the golf course and I could not begin to count the times we've then had a truly predicted lightning strike which reminds us how useful our relationship with Thor Guard is.



Mark Oskarson
Chief Operating Officer
American Junior Golf Association

One last issue of great concern is this same company's assertion that Thor Guard did not work during a storm near our Nation's capital that resulted in a teaching professional being hit by lightning. While I can't specifically comment on many of the facts of this case, I can say that I have heard or read ALL depositions from those involved, including the professional who was nearly hit. I can state without reservation that Thor Guard did react properly and in no way was the cause of this incident. Thor Guard did not miss this strike. Incidentally, no one from this competitor has access to the testimony so their comments presented as facts are, in my opinion, completely false and intentionally misleading.

Thor Guard has always sold and marketed our systems based on our technology and a long, successful history. We have never, and will never, comment on any competitor's technology unless specifically requested to do so. Thor Guard and our representatives in North America and around the World never "trash" or lie about our competitors because doing so would bring into question our own integrity. Thor Guard is the best lightning warning technology in the World and we can live with that fact, and this statement is supported by our huge and diverse customer base.

We invite any current customer to write us in support of our technology and service. We are also interested in hearing from anyone who has first-hand experience having heard some of these comments from competitors which challenge the facts presented here.

Thank you for your Support!

Bob Dugan
President
THOR GUARD, Inc.



Thor Guard has a long history of supporting the golf industry and is utilized by many of the best golf facilities and management groups in the world. Thor Guard was the easy choice as no other company can provide its proven, predictive service.



Jimmy Terry
General Manager
PGA Golf Club