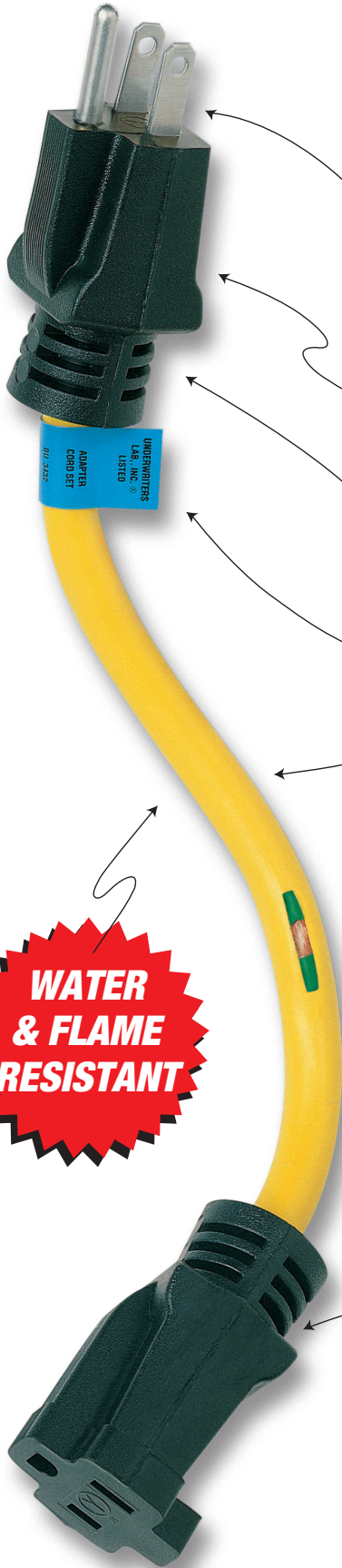


Ten Quality Reasons to Buy Prime

“The Professional’s Quality Choice in Extension Cords”

PRIME[®]
wire and cable, inc.

Prime’s Quality Design and Manufacturing Solves Your Extension Cord Problems!



1. Conductor Blade/Pin Pull-Out and Corrosion Prevented

Prime specially designed the full contact nickel-coated blades and ground pin to prevent break-off or pull-out. The full sized conductors provide superior electrical contact performance. The nickel coating prevents corrosion.

2. Connectors Will Not Deform or Shatter

Oversized male and female plugs are molded in one solid piece from a special virgin compound and will not harden, become brittle, shatter, or deform from hard job site abuse.

3. Cord Jacket-to-Plug Separation Prevented

Prime’s large, flexible, ribbed strain relief prevents separation of the cord jacket from the plug by easing the constant bending and providing a larger jacket-to-plug contact area.

4. “Out-of-the-Box” Failures Prevented

100% of all Prime’s extension cords are fully electrically tested before shipment.

5. Superior Flexibility and Highly Resistant to Abuse

Prime’s cord jacket compound is precisely formulated to provide the maximum flexibility while maintaining superior resistance to abuse and abrasion.

6. Non-Stop Electrical Performance

Made from precisely drawn and bunched 100% pure copper wire, Prime’s full sized cord conductors resist electrical failure even under the hardest use.

7. Water Resistant Cord for Safety & Long Life

Prime cords are water resistant and will help prevent moisture failure. Sub-standard manufacturers’ vinyl and TPE rubber cords will allow moisture to move through the outer and inner insulation. As moisture accumulates, it corrodes the copper wire, degrading performance and possibly causing a shock path.

8. Flame Retardant Cord for Added Safety

Standard vinyl and TPE rubber cords will quickly burn end-to-end. Prime cords are flame retardant and will extinguish the flame, providing added safety.

9. Premature Female Plug Failure

As tools are plugged in and out of the female plug, a small arc can slowly eat away at the metal contacts in the plug. Prime suppresses this problem by using arc-resistant full-sized contacts and precise contact alignment.

10. Dual Safety Listings for Added Confidence

Prime cords are listed by UL, CSA, and/or ETL to meet the safety standards in both the United States and Canada. Prime cords also exceed all OSHA requirements for use indoors and outdoors in severe weather conditions.

**WATER
& FLAME
RESISTANT**