



The G&H Industries Pure Plug™ cable with Clear Connect Technology™ and Copper Core Audio Connectors introduced at NAMM were very exciting and will change the way people identify sound technology in MI products.

Centreville, MI January 30 – G & H Industries introduced a new patented cable technology at NAMM and were amazed by the interest and orders received. A number of large distributors are replacing their current low cost line of instrument and speaker cables with the Pure Plug™ cable and many new customers have expressed interest in selling this product. Jack Haines, Sales Manager, attributes this increase in orders and interest to the new technology's "exceptional sound quality in a lower cost cable".

Haines went on to say that most people believe a cable does not make much of a difference in the way an instrument or speaker sounds. Not wanting to pay a lot of money for a cable, they buy cheap imports or cheap U.S. made cables using imported components. "We spent well over a year testing this technology. Without exception, everyone who has tried our Pure Plug™ cable has been amazed by the sound quality produced by this cable". "Jaws drop when they A-B it to a cheap cable and heads just shake when it's compared to an \$80 cable." G&H Industries believes that technology today should allow everyone to produce products that have great sound. Haines explained the G&H Industries philosophy in technology, "Man has walked on the Moon and we are currently exploring Mars, we don't understand why all products offered to MI consumers can't be great sounding regardless of price or a good, better, best classification".

G&H Industries demonstrated their "Copper Core Technology" "Showsaver 1/4" audio connectors by breaking competitive plugs and explaining why these plugs should be the plug of choice for durability and sound. Most Pro Line consumers currently use these plugs and they are the favored plug of most performing and touring artists. Their unique construction assures that they will not break or loosen under normal use and often even survive abuse. When assembled the "hot" and "ground" are separately staked, insuring they will not loosen. The core is oxygen free copper. It gives the Showsaver plug its distinctive trademarked copper tip, is 4 to 8 times more conductive than the competitor's brass or steel, and allows the plug to bend, not break. You can bend it back and finish the gig. The insulators used by G & H are made of nylon, which does not shrink over time versus competitive insulators, which will eventually shrink and cause the plug to stop functioning or create crackles or buzzing noises. G & H is the only manufacturer of Copper Tipped 1/4" connectors in the world. Jack Haines said, "A lot of people are amazed by the demonstration and when we tell them that most of the time they cost less than a Swithcraft plug they immediately want to order." In the past, G&H has sold most of their plugs to Pro Line OEM's or Distributors who make their own speaker or instrument cables. This year G&H Industries has decided to ask their current customers to sell plugs and find new customers who are interested in adding copper core plugs to their line.

More information on the Pure Plug™ Cable and 1/4" Audio Connectors is available at ghplugs.com.