

Questions and Answers

1. **Question** – What is a Pure Plug™ with Clear Connect Technology™?
Answer – The Pure Plug™ is an actual cable assembly with ¼” connectors used to hook up Instruments and speakers. Clear Connect Technology™ is the actual direct connection of the plug tip to the hot wire on the cable and the sleeve to the ground.
2. **Question** – How are cable connections made?
Answer – Most cable connections use a plug with the connection to the hot wire made by soldering the wire to a solder lug inside of the plug housing. The Pure Plug™ connection is made by directly crimping the hot wire to the plug tip.
3. **Question** – Why does it matter how the connection is made?
Answer – Soldered connection typically involve 11 metal transitions from the hot wire to the jack in the instrument, Amp, or Speaker. In the case of the Pure Plug™, only 3 transitions are made. The fewer metal transitions result in less distortion and in purer sound.
4. **Question** – Is the Pure Plug™ expensive?
Answer – When this new technology was developed by G & H Industries, cheap low quality imported cables and cables made with low quality imported ¼” connectors were being sold in Music Stores and Internet Stores. G & H lost a lot of their connector business. Our competitive response was to develop a “High Quality” and “Economical” ¼” connector. The final product can compete with cheap imports on price and not sacrifice your sound.
5. **Question** – If the Pure Plug™ can compete with cheap imports, how well is it made?
Answer – The Pure Plug™ is made with the latest technology and equipment. G & H Industries took a number of parts out of the basic cable and connector and changed the method of assembly. The elimination of parts and the assembly methods used resulted in a competitive cable.
6. **Question** – Have musicians and artists used the Pure Plug™?
Answer – G & H Industries has given Pure Plugs™ to a number of people. These people included professional artists, churches, universities and people who just enjoy playing. Some were friends and others were people we never met. They were all asked for an honest evaluation.
7. **Question** – What were their comments?
Answer – Without exception, they were all amazed about the sound quality. In most cases they had no idea about how a cable affects sound quality. In many cases, the Pure Plug™ made their instruments sound much better. G & H will be putting information on their web site www.ghplugs.com showing the input from users.
8. **Question** - Where and when can I buy a Pure Plug™?
Answer – The Pure Plug™ will be introduced at the NAMM show in January 2004. G & H plans to sell this product to Distributors and OEM's sometime in late February or early March 2004. You should be able to buy this new technology sometime in March.