

Cheap instruments sound better and Quality instruments sound like they should.

Centreville, Michigan 11/24/03

Continuing their tradition of leadership in technology and innovation in audio connectors, G & H Industries recently announced the development of new technology and will introduce cables with their Pure Plug™ at the NAMM show in January 2004. The Patented Pure Plug™ (6,609,937) cable design delivers all your sound. By connecting the tip directly to the hot wire (Clear Connect Technology™) eliminates as many as seven connections made with standard plugs. Using the manufacturing methods other US manufacturers use to put electrical harnesses together for cars and jet fighters, enables G & H to deliver the highest quality at a cost competitive with the imports.

Jack Haines, sales manager at G&H describes the difference as heard at a studio session near Chicago. "We tried a number of different instruments ranging in quality and price from inexpensive to very expensive. In every instance, the Pure Plug™ cable sound delivered the full dynamic range. The imported OEM cable lost 1/3 from both the high and low end. Only the mid range could be heard. We also switched between amps and speakers and in every case the difference was dramatic, nothing subtle or subjective about it. The Pure Plug™ equipped cable made every instrument and speaker combination sound better. "

Comments by musicians were. "It makes even that cheap guitar sound good". "I could record directly without having to go through the compressors to put back what's missing". "Only the mid-range comes through the imported cable on the lows you only hear the finger hitting the string". "With the Pure Plug™ cable you hear the harmonics". When asked to try the imported OEM cable again with one of the testers said, "I don't want to play with that any more."

The Pure Plug™ can be used with instrument cables and speaker cable to 12 gage. G & H plans on starting production on their Pure Plug™ equipped cable line with Clear Connect Technology™ in late February 2004. G & H will introduce this new technology at NAMM 1/15/04.