

An American company shows the world “What America is all about”!
“A true American success story”

Centreville, Michigan 10/15/03 – G & H Industries, manufacturer of ¼” phone plugs, has developed the “Pure Plug”™ with Clear Connect Technology™ (Patent #6,609,937). G & H is one of the leaders in technology and innovation in the music business.

Many American manufacturing companies are heading to China and other countries to have their products built using incredibly cheap labor and materials. American jobs are lost and in the case of phone plugs, the American user ends up with a cheap low quality product.

In the Music Industry business, the standard connector is a ¼” phone plug, first built by Will Larson at Switchcraft in 1957. In 1987 G & H Industries started their business by redesigning this plug with new technology using manufacturing methods and materials that improved Larson’s design and kept the plug from loosening or breaking. Since the Larson design, most manufacturers have copied and cheapened the original design.

Three to four years ago, Chinese companies invaded the US music industry with cheap plugs that took a large market share and even forced US Companies to buy Chinese products and sell them under an American name. G & H refused to lessen the quality of their product and surrender to foreign US market invaders. While all of this degradation and eastern outsourcing was going on, G & H Industries, Inc. in Centreville, Michigan literally revolutionized the ¼” phone plug and how it attaches to a piece of wire. Most ¼” plugs, to date, are soldered to the wire attached to them. Solder is a lousy conductor. Soldering is hard to teach and hard to learn, it is a true art form. G & H solved this 46-year-old problem by asking the question “Why not put guitar cables together with the same methods other US manufacturers put electrical harnesses together for cars and jet fighters using crimp technology and automation?” This question led to the development of the Pure Plug™ with Clear Connect Technology™.

G & H continued to ask questions like “Why not take out half the parts, since original designs and their copies are over 40 years old?”, “Those components aren’t needed if the cable and plugs are not thought of as components but as parts of an assembly?”, “Why not make the finished cable sound better than older models in the process?”, “Why not make it really down right inexpensive to buy as well?”.

G & H refused to lower the quality of their products, did not bow down to foreign competition, used American ingenuity and developed the Pure Plug™ with Clear Connect Technology™. G & H is once again providing the market with a better product that’s competitively priced.

G & H plans on introducing the Pure Plug™ with Clear Connect Technology™ at the NAMM show in Anaheim, California in January 2004.